

Board Meeting Minutes
Hoboken Business Alliance, Inc.
Special Meeting for ED Recommendation
October 5, 2021
Video Conference-4:30pm

Present: Hany Ahmed, Gregory Dell Aquila, Edyta Espasa, Tiffanie Fisher, Jennifer Gonzalez, Meghan Lukin, Chris Mazzola, Pratik Patel, James Runkle, Mark Stehli

Absent: Jenny Davis, Dave Jacey, S. Koperweis, John Nastasi

Also Present: Natalie Chape'

Call to order/Roll Call Announcements- 4:36pm

**Adoption of September 14th & 17th 2021 Minutes: E. Espasa, Second by J. Runkle
Approved**

Presidents Report

Executive Director Search: **G. Dell Aquila-** The ED search committee is working with Waverly Partners along with our attorney, on tightening up the terms. **T. Fisher-** There are a few changes on the contract. The term of the offer is 3 years instead of 1 year, however we can terminate at any time. The difference now is we are not including a severance payment if we were to terminate without cause. The second is paid holidays, he would like to align with the City of Hoboken with 13 paid holidays instead of the 10 that were originally on the contract. The last thing is compensation, our offer previously was salary plus an unknown amount for benefits, he would like to have certainty that would include compensation for the benefits in his package.

MOTION to approve the above changes to Steven Welliver's agreement as reviewed by our attorney: C. Mazzola, Second by: T. Fisher

Board Meeting Date change- November board meeting date is asked to be changed to November 9th due to the fact that November 2, 2021 is Election Day.

MOTION to change the November board meeting to November 9th:- H. Ahmed, Second by: T. Fisher

Arts and Music Festival- **G. Dell Aquila-** Deanna staffed the booth and it went very well.

G. Dell Aquila, approved water bottles, branded, candy and dog treats for the booth. There was a lot of positive feedback re: the HBA efforts. The following businesses would like to know how they can be more involved and/or better represented: State Farm, Cycle Bar, Local Bar, JS Media, Richard Keen, AMC consulting, Rad Brands, Vibal Energy. This was great exposure for the HBA, however, move the booth next time to be in front of the bank instead of a bar where it became hard to hear after the day went on.

Daily Spending Limit Increase- **G. Dell Aquila-** would like to have the daily spending limit increased from \$ 500 to \$ 2,500. The board discussed this and agreed to \$ 2,500 per month and

the President and the ED have to agree. As well as list detailed report of that amount where the board can view.

MOTION to increase spending limit from \$500 to \$2,500 per month to be spent without board approval, only President and ED need to approve with items listed in Teams: J. Runkle, Second by: E. Espasa

Treasurers Report

P. Patel reported that he has reviewed and accepted September Financials with an ending balance of \$ 637,931.50. We received a check from the City of Hoboken in the amount of \$ 299,150.55. The City is also in the process of issuing another check for August Assessments in the amount of \$ 260,450.93.

MOTION to approve September Financials: H. Ahmed Second by: J. Runkle – Approved.

Committee Reports

Marketing

Fall/Winter Promotions: We will be doing a social contest around the giant pumpkin that is coming to 11th St. QB is on force to do some media buy and events for the holidays, more to come on this. First one up is Small Business Saturday as well as Window Decorating Contest.

Art Walk: **J. Runkle-** Main St. Pops will curate local artists from Hoboken and Jersey City and will place that art in businesses all throughout Hoboken. The HBA doesn't have to do any work. MSP will handle all of it. The cost of this is \$ 20k which also includes Marketing, such as Sidewalk sales, gift card programs, etc. QB is aligned with this program. We are looking to do this as early in the spring as possible. It was suggested to do this in late April-early May.

D. Jacey also suggested we tie it into the Arts and Music Festival in the spring. Board agreed that one of the requirements is that we MST get at least 30 installations

MOTION to approve the art walk with Main St. Pops in the amount of \$20k for Spring 2022 program for a minimum of 30 installations: D. Jacey, Second by: G. Dell Aquila

MST Shakesphere Event: 60-65% visitors came to Hoboken for this event. It seemed very successful. **T. Fisher** would like to hear some feedback from **R. Sharp** re: how the garages did during the event. **M. Stehli** will follow up. We also need to follow up with Deanna asking her for restaurant data.

Visual/Capital

Bistro Lights: **E. Espasa - J. Gonzalez** advised last week that we are on track with installation and the one block pilot will be up the 1st week of November.

Holiday Decorating- **E. Espasa-** We have had some setbacks with supplies and we have had to reposition our plans for the holidays. **G. Dell Aquila** suggested we put up the original swag lights back as well as snowflakes up on Washington. It was agreed that something is better than nothing.

Mums/Planters- We have the 11th St. fall décor going up, as well as all décor in the ground planters.

Parking- M. Stehli- We will follow up with Ryan Sharp on data from the MST festival. He has emails out to 333 River Parking garage. Going forward we are going to keep pressing on advertising and introducing more transparency. Eco Leap signs are scheduled to be up by small business Saturday. The garages are not comfortable with us posting their prices on our website, since their rates do change. It was suggested we come up with language they are comfortable with and then put up on our site.

Art Murals- C. Mazzola- The mural will be going up at 51 Newark St. (Starbucks building). The artist is Beau Stanton. Brooke Hanson is our consultant on this project. The mural start date is next Monday.

Old Business

N/A

New Business

N/A

Motion to adjourn T. Fisher, Second by G. Dell Aquila: 5:48pm – Approved.

Next Board Meeting December 7, 2021