

Board Meeting Minutes
Hoboken Business Alliance, Inc.
November 9, 2021
Video Conference-4:30pm

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

Absent: Jenny Davis, S. Koperweis, John Nastasi

Also Present: Natalie Chape', Steven Welliver

Call to order/Roll Call Announcements- 4:30pm

Adoption of October 5, 2021 Minutes: J. Runkle, Second by G. Dell Aquila Approved

Presidents Report

Executive Director Update: **G. Dell Aquila-** Welcomed **S. Welliver** to the November meeting. **S. Welliver** will officially be joining us in 2 weeks.

2022 Draft Budget- **G. Dell Aquila-** Went over the draft 2022 proposed budget with the board (can be found in Teams). The total proposed budget is approx. \$2.6 million. The increases are in payroll which is budgeted at \$275k, plus payroll taxes and insurance bringing that line item to \$350k. There has also been increases in Visual Capital/Marketing/Business Attraction. There was some discussion on the budgeted amount for Visual Capital. Board members feel the Visual impacts are very important to the district. It was agreed that we move \$50k from marketing bringing that category to \$675k and \$50k from Retail Promotions bringing that category to \$275k and increase Visual/Capital Improvements by \$100k bringing that category to \$ 700k. We left Parking and transportation at \$ 95k with an approx... \$75k carry over. The HBA will be introducing the budget as a full year budget and re-visit in July, if we want to switch to a fiscal year.

MOTION to approve the 2022 budget as presented as \$2.6 million with the changes to the three line items as described above: E. Espasa, Second by: H. Ahmed

Treasurers Report

P. Patel reported that he has reviewed and accepted October Financials with an ending balance of \$ 555,311.20. We are waiting on a wire transfer from the City in the amount of \$260,450.93.

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

Committee Reports

Marketing

J. Runkle- We are working with QB at a theme called Holidays on the Hudson. Focusing on highlighting all the businesses via social as well as physical events. We are designing , developing and launching a website resource visithoboken.com There a major advertising campaign going on behind this including photoshoots. We also have a small business Saturday campaign coming up. Window decorating contest is also coming up. We will also be doing a surprise and delight campaign where we will be surprising customers at the register with \$100 towards their purchases. There is a whole lot going on in the upcoming month. We have also partnered up with Main St. Pops to do the Holiday Market hopefully at the Lackawanna Station- we will know by Friday. More to come on that.

This motion for \$150k + \$47k for social was previously approved via evote (in forms file). We have put on record here that **J. Runkle** made the motion and all approved with the exception of **G. Dell Aquila** who abstained.

Visual/Capital

E. Espasa- has confirmed that the following e-votes were approved over the last month (all votes in Teams)

1. **Downes tree service in the amount of \$ 3,375 for 7 stumps in defined locations**
2. **Almstead proposal for \$ 1,600 tree pruning for bistro light pilot**
3. **Hufnagel Landscaping for 11th winter display- \$ 9,500**
4. **Hufnagel Holiday hanging baskets- \$ 18,500**
5. **Reilighs for holiday white glove service-not to exceed \$20k**
6. **Printed Graphics for holiday swag lights \$ 5,200**

Bistro Lights: **E. Espasa - J. Gonzalez** Sponzelli says they will be here the week of the 15th and it will be about a week long project. We coordinated logistics already, we are just waiting for them to confirm that they will be here.

Holiday Decorating- **N. Chape-** they are scheduled go up the Tuesday after Thanksgiving and holiday lights as well.

Trees: **J. Gonzalez-** We need to remove stumps in order to plant the new trees. We should plant before the winter hits.

Parking

M. Stehli- Eco Leap signage that has been approved will be going up. Scheduled to go up before Small Business Saturday.

Eco Leap printing of the signage approved via e vote for Printed Graphics not to exceed \$8k.

Art Murals

C. Mazzola- The weather is turning but we will be looking to put up 10 more murals in the next year. Hopefully in the spring we will have a program where we can define the 10 locations and have a plan.

Old Business

N/A

New Business

N/A

Motion to adjourn J. Runkle, Second by H. Ahmed: 5:44pm – Approved.

Next Board Meeting December 7, 2021