

**Board Meeting Minutes**  
**Hoboken Business Alliance, Inc.**  
**February 2, 2021**  
**Video Conference - 4:30pm**

**Present:** Hany Ahmed, Edyta Espasa, Tiffanie Fisher, Jennifer Gonzalez, Meghan Lukin, Chris Mazzola, Pratik Patel, James Runkle, Mark Stehli, Carol Swift

**Also Present:** Natalie Chape', Stuart Koperweis

**Absent:** Greg Dell Aquila, Dave Jacey, Armando Luis

**Call to order/Roll Call Announcements- 5:00pm**

**Adoption of January 2021 Minutes: M. Lukin, Second by J. Runkle—Approved**

**Presidents Report**

**Budget:** **S. Koperweis** noted we amended budget at last board meeting. However need to move some things around due to the changes exceeded the 10% allowed per line item. Thus, instead of all the money (\$14,329.76) being moved from uncollected reserves it will now be both from uncollected reserves and branding/marketing; respectively now being \$40,876.08 and \$367,000.

**MOTION to accept budget change as noted above: J. Runkle, Second by, P/ Patel-  
APPROVED**

**Conflict Policy:** **S. Koperweis** stated we are still missing a few forms. All are asked once again to please submit if they haven't already.

**Pro/Con Planning Meeting:** **E. Espasa-** reported that this meeting will no longer be an in person meeting due to the current circumstances. The meeting will take place on Teams next Tuesday, 2/9/21 at 4:30pm. She also noted that a lot of pro/con info has been gathered and sent to all last November; thus this meeting should focus on priorities and plans for 2021. **J. Runkle** has posted the Marketing calendar and **J. Gonzalez** has posted Visual calendar for the year. All board members are asked to please review and give ideas and thoughts.

**Board Member Recommendation:** **S. Koperweis- Nominating Committee** is putting forth **John Nastasi** as a new Board Member. He is a local resident and business owner.

**MOTION to accept John Nastasi as a new HBA Board Member: T. Fisher-Second by, M. Lukin— Approved.**

## Treasurers Report

**P. Patel**-reported the January Beginning Balance is \$ 217,349.84. \$ 9,184.53 un-cleared transactions. Ending Balance \$ 208,155.31

**MOTION to accept January 2021 Financials: P. Patel, Second by E. Espasa – Approved.**

**S. Koperweis** informed the board that we are short \$ 120k from 2020 of uncollected funds from the City. He asked **T. Fisher** to please see if she can ask the Council why the HBA has not received the funds being that he has not received a reply from the assessor's office. **T. Fisher** will ask the council to provide **S. Koperweis** with an explanation.

## Committee Reports

### Marketing

**Boom Local: J. Runkle**- Our Data Management Company-they are taking over making sure that all the entries are current. We will now have a higher level of governance.

Redaction: Competitive Pricing Information

**MOTION to accept the Contract with Boom Local not to exceed \$ 4,000 for the year: J. Runkle, Second by: E. Espasa – Approved.**

**RFP Update: J. Runkle** – We have three agencies submitting proposals and we are currently coordinating scheduling with them. The entire board will be invited to the interviews.

**40% Gift Card Program- J. Runkle** noted that in a couple of weeks we will be launching another 40% gift card program (previously approved). This program will also benefit the Hoboken Health Care Hero's. In the past we only had about 100 entries. This time we are receiving much more interest in the program and would like to increase the original budgeted amount for 100 participants to 125. This will require an increase in the previously approved budget from \$50k to \$ 70k (\$ 20k increase).

**C. Swift** does not feel this is the best we can do for our retailers.

**MOTION to increase the 40% off gift card program by \$ 20k (Now \$ 70K):**

**J. Runkle, Second by: P. Patel –**

**Opposed- T. Fisher, C. Swift, H. Ahmed**  
**Approved.**

**Share your Love and Hoboken Honors Certificate: J. Runkle** – Hoboken Honors is a new program that will run all the time. These are gift certificates that will be in the shape of a dollar bill and will be in increments of \$10. We will be handing these out as promotions throughout the year to gain consumer contacts while supporting our businesses. **MyTown** will be working with us to get retailers to sign up.

### Visual/Capital

**Banners: E. Espasa**– It is recommended by the Visual Committee that we take down the holiday banners and put up the old Hoboken is Open Banners at the gateways. This is just temporary as we work with the graphic designer on the new banners. Lettering and messaging has been accepted at the last meeting (Live. Shop. Eat. Local) and are just now finalizing the graphic that

should be ready in about a week. The breakdown of the banners is approximately \$3k to take down the current banners, \$500 for the graphics designs for new banners, and the printing and installation of the new banners (including additional hardware) is approx. \$12k (90 banners).

**MOTION to not exceed \$ 15,500 for the Banner removal, design and new install**  
**J. Runkle, Second by: E. Espasa – Approved.**

Tree Decorating: **E. Espasa-** Christmas tree is currently up but there was some interest communicated by some residents that they would like to see it stay up and decorated for different holidays. Currently if we do that for Valentine's Day it will cost \$1,000 in decorations (most of what can be used for Mother's Day/Spring as well) and \$500 to have a company decorate it. The question for the board is should we take it down or keep it up? After some discussion the board has decided that the tree should come down.

**MOTION to remove the tree as soon as possible:**  
**T. Fisher, Second by: P. Patel – Approved.**

Window Display Contest: **N. Chape** and **G. Dell Aquila** will present winners with their checks on Thursday. **J. Runkle** will contact them all via email and notify and congratulate winners.

Streetscape: **J. Gonzalez** – reviewed the current status of the draft; which was shared with other city stakeholders for input. Once have feedback will provide to Arterial to incorporate and then will finalize with HBA for review. We still need to decide on the sidewalk flower pots. This is posted in Teams. We viewed several options together on screen. Board needs to finalize for spring

### **Old Business**

Trolley- On hold.

### **New Business**

**H. Ahmed-**emailed **S. Koperweis** about an interest in a pop up art market. **S. Koperweis** has not yet seen the email but he will respond.

**Motion to adjourn T. Fisher, Second by H. Ahmed: 5:36pm – Approved.**

**Next Board Meeting March 2, 2021**