

**Board Meeting Minutes**  
**Hoboken Business Alliance, Inc.**  
**May 11, 2021**  
**Video Conference - 4:30pm**

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

**Absent:** Greg Dell' Aquila, John Nastasi

**Also Present:** Natalie Chape', S. Koperweis

**Call to order/Roll Call Announcements- 4:38pm**

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

**Presidents Report**

Being that **Greg Dell' Aquila** was absent, **N. Chape'** reviewed the President's Report.

**Board Membership:** **N. Chape'- Jenny Davis** from the Port Authority has been authorized by the NY/NJ Port Authority to become a representative of the Port Authority on the HBA Board.

**MOTION to accept Jenny Davis as a new Board Member: T. Fisher, Second by: E. Espasa: Approved.**

**Retainer for Law Services:** **G. Dell Aquila** has asked that the board retain Mackieicz for legal services.

**MOTION to approve a retainer in the amount of \$ 2,500 for Mackieicz Law: M. Lukin, Second by: D. Jacey: Approved.**

**Executive Director (ED) Search:** **T. Fisher-** We went through a process where we have interviewed several firms and the one from Waverly Partners had a personal issue, which has since been resolved. The proposal should be in by next week.

**Art Murals-** New Committee where **C. Mazzola** has been appointed as Chair of this Committee. First meeting will be in the next couple weeks.

**Treasurers Report**

**P. Patel** reported that he has reviewed and accepted April Financials with an ending balance of \$ 687k. There was a voucher submitted from the City in the amount of \$ 136,280 and should be deposited in the month of May.

**MOTION to approve April Financials: T. Fisher, Second by: H. Ahmed – Approved.**

## Committee Reports

### Marketing

Qualls Benson: **J. Runkle** noted that QB is working on setting up 30 minute strategic interviews with stakeholders/Board Members/Residents to get an idea where they want Hoboken to go to. This should be done within the next week or two. They are also working on website and social media at the same time. **J. Runkle** will invite all to attend.

Spring Program: **J. Runkle** is working on a spring program. We are also working on a new initiative with the uptown farmers market that would have a retail/restaurant row from HBA stakeholders.

Summer Streets: There was an E Vote asking for the HBA to approve Summer Streets for 14<sup>th</sup> St. only, June-August and not to exceed \$15k for the parking authority to the City. **Confirming E Vote and putting on record that this Motion was approved.**

### Visual/Capital

Banners: **E. Espasa** - We have hired QB to design the graphics for the new banners. In the meantime, CDS will remove the ones on Washington that are in bad shape.

Planters: **E. Espasa**- All are on order and should hopefully be delivered within the next week or two.

Flowers: **E. Espasa:** Flowers should be installed right after the planters arrive.

Streetscape: **E. Espasa**- We are still in discussion on this. **G. Dell'Aquila** will speak to the Chair of the HPC and take it from there.

Bistro Lighting: **E. Espasa**- We will coordinate with PSE&G on using the poles and hopefully they will relax their rules a little. **G. Dell'Aquila** showed us a picture of the lights in Red Bank (in Teams). **J. Gonzalez** will reach out to someone she knows in Red Bank. Hopefully we can do something like this here in Hoboken. **S. Koperweis** noted (via N. Chape') that Red Bank owns their own poles and that is why they are able to do the swag.

Dog Waste Stations: All have been installed at this point. We are having an issue with the stickers coming off so we are exploring other options. **J. Runkle** will submit this information to QB for marketing.

Flower Flow: There was a flower artist that QB recommended that is very popular on IG (Lewis Miller)-The idea is to create a focal point and creates a buzz in Hoboken. The Committee would like ask the board to make a motion not to exceed \$ 30k for this art installation. **T. Fisher** thinks \$ 30k is too high. She would not feel comfortable utilizing \$ 30k for this, **J. Runkle** agreed with **T. Fisher** on the cost being too high. Being that **G. Dell'Aquila** was not on the call, board decided we should table this motion and bring to an e-vote.

### **Parking**

**M. Stehli** has been appointed the Chair of the Parking Committee. There is a consensus that we are looking to change perceptions of parking in Hoboken. We are going to begin gathering information from the vendors/customers, etc. There will be another meeting in the next couple of weeks.

### **Old Business**

N/A

### **New Business**

N/A

**Motion to adjourn E. Espasa, Second by T. Fisher: 5:11 pm – Approved.**

**Next Board Meeting June 1, 2021**