

Board Meeting Minutes
Hoboken Business Alliance, Inc.
June 8, 2021
Video Conference - 4:30pm

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

Absent: Dave Jacey, John Nastasi, S. Koperweis

Also Present: Natalie Chape'

Call to order/Roll Call Announcements- 4:45pm

Adoption of May 2021 Minutes: T. Fisher, Second by G. Dell Aquila Approved
Abstained: J. Davis

Presidents Report

Executive Director Search: **G. Dell Aquila** has reported that the search is underway. The search committee has met with Steven Welliver, one of the applicants that had originally met with **G. Dell Aquila**. They have since put him in contact with Waverly.

Teams: **G. Dell Aquila** has asked that the board please try harder and re-commit to using Teams as the main method of communication for anything and everything HBA related. **N. Chape'** is happy to assist anyone who needs help navigating if that is the problem.

Holiday Decorating Committee: **G. Dell Aquila** asked which board members would like to join the committee: following board members volunteered- **J. Gonzalez, J. Davis, M. Lukin, E. Espasa, J. Runkle** and **G. Dell Aquila**. Committee will meet within the next couple of weeks.

Ribbon Cutting Ceremonies: City has been inviting the HBA to all ribbon cutting ceremonies. **G. Dell Aquila** feels he should be the one attending, however for obvious reasons he would not be able to attend all. He asked that **N. Chape'** create a channel in Teams for these events, as well as create an invite for each one, and invite the board. Any board members that can attend at any time would be great!

In-Person Meetings: All are in favor of in person meetings beginning July. There is a zoom video bar in the meeting rooms at HBC for those that cannot be in attendance.

Change July Board Meeting Date: It was asked that we change the July meeting to July 13th due to the holiday and vacations.

MOTION to change July board meeting to July 13: P. Patel, Second by: G. Dell Aquila: Approved.

HPC: **G. Dell Aquila** read the communication from the HPC (see email in Teams), we will continue to speak to them on a board level.

Treasurers Report

P. Patel reported that he has reviewed and accepted May Financials with an ending balance of \$ 736,853k and a bank balance of \$ 598,335. **MOTION to approve May Financials: J. Davis, Second by: G. Dell Aquila – Approved.**

Committee Reports

Marketing

Qualls Benson: G. Dell Aquila-QB has been on board for a little over a month at this point. They are now in full control of our social media. QB is working on a strategic plan for the HBA. At this point, the way they see it, all we have is a logo so we should not be too careful to protect it. They are working on a much greater plan for HBA and will have it ready for us in about 2.5 weeks. QB is clear on what our objectives are and will guide us and move us forward mostly in fall and winter.

H. Ahmed-with everything starting to re-open, Cities are doing more events, he would like to see Hoboken have some events as well. **J. Runkle** will reach out to Gerri Fallo to coordinate HBA efforts with respect to events.

Summer Program: J. Runkle spoke about Hoboken Happy Hours (Lokel Group)-Hoboken Social Sponsorship opportunity (can be found in Teams). This is solely a sponsorship opportunity with currently 22 businesses signed up. This program is supported by QB as they feel it is “buzz worthy”. QB also recommends we go ahead with it being that we do not have any other programs going on at this time. The cost to run the program is \$ 17k per month and recommended that we pay \$5k in boosted ads. Committee recommends we go ahead with this for a period of one month for a total cost of \$22k.

MOTION to move ahead with Hoboken Summer Social 30 day sponsorship not to exceed \$22k: M. Stehli Second by: J. Runkle: Approved.

Summer Streets: G. Dell Aquila mentioned that he did not feel businesses have been properly informed about Summer Streets. He reached out to Deanna from This is It Productions, who ran our Summer Streets Program last year, and she would go out and let businesses know about the program and get them signed up for a fee of \$ 1,000 and \$ 1,000 per week to oversee events. There was also conversation on whether or not we should re-name Summer Streets to “Uptown Summer Streets” (highlighting the HBA) next year. To be considered.

MOTION to hire This is It Productions for a fee not to exceed \$7k to oversee entire Summer Streets program: J. Gonzalez, Second by: J. Runkle: Approved.

Mile Square Theater: J. Runkle- In September MST is looking to put together a Comedy show based on the works of Shakespeare. *All the details for this can be found in Teams.* The sponsorship cost is \$70k and that includes everything except for any retail promotions we would need to put together for our retailers to benefit-such as, Dinner and a show. The committee recommends that HBA support and sponsor this event.

After some discussion, the board would like to make sure there are some things in order before we fully commit to it, such as: insurance approvals, City approvals, dates, solidification of co-marketing, other sponsorships.

MOTION to sponsor the MST event in September, not to exceed \$70k, so long as the above requirements are covered: J. Runkle, Second by: G. Dell Aquila-M Stehli (abstained) Approved.

Visual/Capital

Banners: **E. Espasa** – We are working with QB on some minor changes to the design the board has been reviewing and they will be sent to print once complete.

Flowers Flash: **E. Espasa:** \$ 30k MOTION was accepted.

Planters: **E. Espasa-** 48 of them have been installed. There are 17 that are still stuck in China.

Hanging Flowers: All flowers have been installed and hung as of today.

Bistro Lighting: **E. Espasa-** Trying to come up with a plan B for the lights. Thinking of possibly hanging them from building to building on the side streets. **E. Espasa, J. Gonzalez and N. Chape'** to meet tomorrow in person to go over.

Dog Waste Stations: Stickers have been replaced this past week. **J. Gonzalez** asked if there are any other places we would like to put stations, to please email the office. **J. Gonzalez** will also call CDS to get a cross comparison on biodegradable bags.

CDS Power Washing: One successful area was completed and the next is underway. As of now they are focused on the areas with red brick first, being that it is the most dirty.

Parking

M. Stehli reported the committee meets tomorrow. We are in the process of seeking vendor solutions to help with the parking issues. He has created a contact list spreadsheet which can be found in Teams and is asking everyone to look at it and assist in completing to the best of their knowledge.

Art Murals

C. Mazzola- we have met with QB and gone over a few locations, as well as explained to them that we would like to use their expertise to assist us in finding artists that will make an impact in Hoboken. QB is reaching out to muralist to get quotes and information. J. Davis would like to be added as a member to the art mural committee.

Old Business

N/A

New Business

N/A

Motion to adjourn J. Runkle, Second by G. Dell Aquila: 6:33 pm – Approved.

Next Board Meeting July 13, 2021 – IN PERSON at HBA Office