

**Board Meeting Minutes**  
**Hoboken Business Alliance, Inc.**  
**April 6, 2021**  
**Video Conference - 4:30pm**

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

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

**Absent:** John Nastasi

**Call to order/Roll Call Announcements- 4:33pm**

**Adoption of March 2021 Minutes: H. Ahmed, Second by E. Espasa Approved**

**Presidents Report**

**Conflict Policy:** **G. Dell Aquila-** Board Members need to sign conflict policies ASAP. **N. Chape** to send to individual board members for signature.

**Board Resignations:** G. Dell Aquila is asking for a motion to accept C. Swift and A. Luis's resignation.

**MOTION to accept the resignations of C. Swift and A. Luis: E. Espasa, Second by: M. Lukin – Approved.**

**2021 Planning Meeting:** More to come on this. **G. Dell Aquila** is meeting with **S. Koperweis** and **N. Chape'** to review

**Meeting date change:** It has been asked that the HBA Board move the May meeting to May 11<sup>th</sup>.

**MOTION to move the May Meeting from May 1<sup>st</sup> to May 11<sup>th</sup>: J. Gonzalez, Second by: H. Ahmed – Approved.**

**Executive Director (ED) Search:** **G. Dell Aquila** informed the Board that the ED search committee has been meeting regarding the ED role. There is a very detailed job description that has been put out to both DNJ and National directors online. There has not been any candidates through there at this time. They have decided to hire a search firm that will assist them in this process; as they have realized they need a professional to help them through the process. They are recommending we hire Eric Peterson from Waverly Partners for a contracted amount not to exceed \$ 35k, however, the search committee will try to negotiate this price.

**MOTION to hire Waverly Partners for a contracted amount not to exceed \$ 35k: E. Espasa, Second by: T. Fisher – Approved.**

## **Treasurers Report**

**P. Patel** reported that he has reviewed and accepted both February and March Financials. The ending balance as of March 31, 2021 is \$ 451,250.59.

**MOTION to approve February and March Financials: E. Espasa, Second by: H. Ahmed – Approved.**

## **Committee Reports**

### **Marketing**

Qualls Benson: Scope of work was approved. We are waiting on several responses from them on some questions that were sent over. The contract begins once it is signed. **J. Runkle, N. Chape'**, and QB Social Team are meeting with Shari to discuss the transition for social account.

### **Visual/Capital**

Banners: **E. Espasa** noted this is on hold until we engage QB to design banner and ideas.

Planters: **E. Espasa-** we are working out the quotes with two different landscapers right now for the plantings. We will be ordering the planters and liners directly from the vendor and having them drop ship it to whomever we hire to install. The Committee is asking for a motion to approve the planters, plants, install and watering for 64 planters not to exceed \$90k. Also asking for a motion for the watering of the 27 trees not to exceed \$ 20k.

**MOTION to approve planter purchase, plants, install and watering for planters not to exceed \$ 90k: M. Lukin, Second by: H. Ahmed – Approved.**

**MOTION to approve the watering for 27 trees not to exceed \$ 20k: J. Gonzalez, Second by: M. Lukin – Approved.**

Streetscape: **J. Gonzalez** stated we are in review regarding the feedback that was received. This will be further addressed on a committee meeting and will report back to board. **Arterial** sent over some modifications from the feedback received. **J. Gonzalez** will circulate to board today. In the meantime, **J. Gonzalez** asked if Arterial can prepare a survey but that is out of their scope and it would be an additional cost. More to come on this.

Bistro Lights: **G. Dell Aquila-** we are in negotiations with PSEG on this. We are going to continue to try to get this approved with the utility company. **G. Dell Aquila** asked **J. Gonzalez** to draft a letter to the Mayor's office asking them to contact PSEG on our behalf. **T. Fisher** will also draft up a resolution to present to Council.

Pet-waste Stations: **J. Gonzalez-** Some had been installed last week and there were some issues with them being installed a little high. We requested the vendor (CDS) to lower them this week and the rest of them will also be installed this coming week as well.

Waste Collection Survey: Please see the draft survey that **J. Gonzalez** is asking all Board members to review and submit back to her before it is sent out publically.

## **Old Business**

Parking- We have discussed different options for parking: such as hiring outside vendor to have us look at parking as a whole or partnering with garage owners to see if there is anything we can do with them. **G. Dell Aquila** asked that we have a Parking Committee Meeting next week and asked for more members to join. **Parking Committee: G. Dell Aquila, E. Espasa, T. Fisher, M. Lukin, C. Mazzola, and H. Ahmed. N. Chape'** will send out meeting invite.

## **New Business**

**T. Fisher-** reported 40% of fleet for Citi Bikes will be electric bikes. City Council just passed an ordinance that prohibits any bikes being ridden on the sidewalk. There is a significant fine involved with this violation. She would like all business owners to be notified to prevent them from getting fined. **G. Dell Aquila** asked **J. Runkle** to send an email blast to our members notifying them.

**Motion to adjourn E. Espasa, Second by H. Ahmed: 5:15 pm – Approved.**

**Next Board Meeting May 11, 2021**