

**Board Meeting Minutes**  
**Hoboken Business Alliance, Inc.**  
**January 5, 2021**  
**Video Conference - 4:30pm**

**Present:** Hany Ahmed, Greg Dell Aquila, Edyta Espasa, Tiffanie Fisher, Jennifer Gonzalez, Dave Jacey, Meghan Lukin, Chris Mazzola, Pratik Patel, James Runkle, Carol Swift

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

**Absent:** Armando Luis

**Call to order/Roll Call Announcements- 4:34pm**

**Adoption of December 2020 Minutes: E. Espasa, Second by C. Swift–Approved**

**Presidents Report**

**Budget:** **G. Dell Aquila-** Budget has been approved. During the Council Meeting a motion was made on the floor to reduce the assessment by roughly \$14k. This has been noted by the assessor due to the fact that there was some last minute add/delete changes made; thus Councilman Russo decided it would be better to reduce the budget now. However, S. Koperweis explained that when they adopted the budget with the reduction they did so without a corresponding expense reduction. We can do this now by reducing the uncollected reserves by the \$14k, bringing the amount to roughly \$26k.

**MOTION to accept budget change as noted above (reducing the uncollected reserve):  
J. Runkle, Second by, E. Espasa-APPROVED**

**Conflict Policy:** **G. Dell Aquila** noted that every year this has to be signed by all members. Please go into Teams and sign and send back to “Office” email address. This must be done TODAY OR TOMORROW

**New Committee Chairs:** **G. Dell Aquila-** We had an e-vote to re-assign Committee Chairs. New Chairs are as follows: Marketing is **J. Runkle** and Visual is **E. Espasa**. We have a Visual Meeting set for January 12<sup>th</sup> at 4: 30pm and Marketing Meeting is January 19<sup>th</sup> at 4:30pm. The Marketing Meeting should coincide with the RFP response for the new marketing firm.

**Meeting Date Change:** September 7<sup>th</sup> meeting should be changed to September 14<sup>th</sup> due to Rosh Hashanah.

**MOTION to change the September 7<sup>th</sup> meeting to September 14<sup>th</sup>: T. Fisher, Second by, E. Espasa – Approved.**

**Board Member Recommendation:** **G. Dell Aquila-** Nominating Committee is putting forth **Mark Stehli** as a new Board Member. He was recommended by Joe Barry from Applied Properties, where he works. **G. Dell Aquila** read his bio to the board.

**MOTION to accept Mark Stehli as a new HBA Board Member: M. Lukin, Second by, E. Espasa – Approved.**

## **Treasurers Report**

**P. Patel**-reported the December Ending Balance is \$ 275,784.64. He has crossed referenced with online accounts and all checks out on both ends.

**MOTION to accept December 2020 Financials: C. Swift, Second by D. Jacey – Approved.**

## **Committee Reports**

### **Marketing**

**Boom Local: J. Runkle**- they are our technology and data partner. They have new technological integrations that they have been using. We are also partnering with them for press releases and social media awareness as well. **Need to review agreement for next board meeting.**

**Holiday Float: S. Koperweis**- Well received. Vendor also stated that it was the best event he has done in the state. It was a great way to bring cheer to the City. Police Department did a tremendous job as well.

**Branding Shorts: J. Runkle** – We are issuing a RFP for a new marketing agency. It should be out within the next week, with responses due January 18<sup>th</sup>.

**Hoboken Happy Hour: J. Runkle** – HHH did their 12 days of giveaways which the HBA sponsored, together with supporting our window display promotion. We had 314 different boosts from Hoboken Businesses. That's 139 businesses that got "free marketing". We would have had to spend 2.5 times as much money as we spent on this promotion had it not been done organically. It was a great robust program. We have achieved what usually takes 4 or 5 months to achieve as far followers in just 2 weeks.

### **Visual/Capital**

**Banners: S. Koperweis** – We are working with the company who installed them and they are a great "on call" company.

**Window Display Contest: C. Swift**-The winners are:

**Best Lighting** 10<sup>th</sup> Street Bar and Grill

**Best Overall**-Dumon Home

**Most Original**-Right Angle Framing

**People's Choice**-Little City Books

Next Year it was noted that they would like to see signs on the stores so that customers know what the rules are. **C. Swift** would like to add honorable mentions for next year as well (TBD). All agreed we should announce the winners right away and then do a small informal gathering for presenting the awards.

**MOTION to accept the winners as listed above for the Window Decorating Contest:  
T. Fisher, Second by: D. Jacey – Approved.**

Streetscape: J. Gonzalez – Put out the latest draft in TEAMS and would like everyone to please take a look and give their feedback before the meeting on the 12th. There are several things that she will follow up with them.

Sanitation/Cleaning Program: CDS will extend the services to include 14<sup>th</sup> street at no extra cost. It will start immediately.

### **Old Business**

Auditor: We have a proposal from Matthews and Nulty in East Brunswick that came in at a reasonable price. It can be found in TEAMS. The price is not to exceed \$5k for tax returns and 990 for 2020.

**MOTION to approve the auditor Matthews and Nutly: C. Swift, Second by, E. Espasa**

Trolley- On hold.

### **New Business**

EDS Contract – The board went into closed session, without Stuart and Natalie to discuss. **C. Swift** took notes. It was agreed that they would renew his contract for 2021.

**MOTION to renew EDS Contract for 2021- C. Swift, Second by, E. Espasa – Approved.**

Board would like to have a pros and cons meeting in person. The meeting location is TBD, date is set for January 26<sup>th</sup> at 4:30pm.

**Motion to adjourn E. Espasa, Second by G. Dell Aquila: 5:38pm – Approved.**

**Next Board Meeting February 2, 2021**