

Board Meeting Minutes
Hoboken Business Alliance, Inc.
December 1, 2020
Video Conference - 4:30pm

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

Also Present: Natalie Chape', Stuart Koperweis

Absent: Armando Luis, Meghan Lukin

Call to order/Roll Call Announcements- 4:36pm

ANNUAL MEETING:

Nomination Committee Reports

Election of Directors: **S. Koperweis** reported the Nominating Committee (**Meghan, Chris and James**) met on November 24th and they reviewed members up for reelection: **Greg, Edyta and Carol**. The Committee recommends the reappointment of each for 3 year terms, beginning Jan.1, 2022.

MOTION to accept the reappointment of G. Dell Aquila, E. Espasa and C. Swift: H. Ahmed, Second by T. Fisher – Approved.

Officers: Nominating Committee recommends that the officers be the same for 2021 regarding President, Vice President and Secretary; with the position for Treasurer to be open until the Board discusses at Annual Meeting. **S. Koperweis** reported the Committee did not feel comfortable putting forth a recommendation of Pratik Patel as Treasurer due to him being a new board member. **G. Dell Aquila** explained why he trusts **Pratik Patel** would be a great Treasurer based upon his business and financial background. **G. Dell Aquila** stated **P. Patel's** credentials and CV for the board and provided his own experience in working with him. The board consequently is now comfortable with the recommendation.

MOTION to accept Greg Dell Aquila appointment as President, Edyta Espasa appointment as Vice President, Meghan Lukin appointment as Secretary, and Pratik Patel as Treasurer: C. Swift, Second by D. Jacey – Approved.

Meeting Dates and Time: Nominating Committee recommends that the meetings be the first Tuesday of each month at 4:30pm. The committee also recommends that any other meetings we have, such as, committee meetings be on Tuesdays at 4:30pm as well. Although committees can meet whenever.

MOTION to accept the Board Meetings be held on the first Tuesday of every month at 4:30pm and any other Committee Meetings, as well, to try to be on Tuesdays at 4:30pm: E. Espasa, Second by G. Dell Aquila – Approved.

BOARD MEETING:

Adoption of November 2020 Minutes: E. Espasa, Second by T. Fisher–Approved

Presidents Report

Budget: **G. Dell Aquila**- Budget hearing is set for December 16th. It is requested that everyone make it a priority to attend as well as get one other person to call in. It is critically important for the business and commercial property owners to call and voice their support.

G. Dell Aquila explained the Budget Presentation went well and was well received. Only one person called in opposing it. **G. Dell Aquila** feels that we have had a successful year. We have invested in the City the funds that were assessed. Most City Council members seem supportive of the programs we implemented. **T. Fisher** stated **Greg** and **Stuart** did a great job with the presentation. She also reinforced what **G. Dell Aquila** stated: all Board Members should call in and show support-it would create good will and great PR.

S. Koperweis informed the Board that the Budget 202/21 comparison is posted in Teams. The assessment percentage remains the same. However the assessment amount itself has a slight increase of approx. \$ 17k due to the increase in the assessed values of the Schedule A. Although this was all discussed last board meeting, **G. Dell Aquila** wants to be sure everyone is crystal clear on the budget, and the assessment remaining the same as 2020.

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.

Treasurers Report

N. Chape’-reported the November Ending Balance is \$ 151,185.27. City sent a check that was lost, we should have replacement shortly.

MOTION to accept November 2020 Financials: C. Swift, Second by E. Espasa – Approved.

Committee Reports

Marketing

Boom Local: **S. Koperweis**- **S. Koperweis** and **J. Runkle** have been working with them and have a meeting set for tomorrow and we will provide update.

Holiday Float: **S. Koperweis** and **J. Runkle** have been doing some research and trust that a holiday float will add a lot of Holiday cheer to the City. There is no direct ROI to the businesses, however, this would just be a “feel good” gesture for Hoboken. **S. Koperweis** has been working with this production company for many years and this was done in another town in NJ last week. This would take place either this Saturday or next; and would travel the North and South Streets in the City from 1pm-4pm, with characters, band, Santa. It would also be branded with our logo. The cost is \$ 7,500 for each time they come. There was some discussion on this. **C. Swift** thinks it’s not worth the money and it is tacky. Although others agree it is a bit tacky, they also feel that it would be nice to see on the streets of Hoboken creating some holiday cheer.

MOTION to accept Cliffhanger Productions Proposal for \$ 7,500 for Holiday Float pending a date change from December 5th to the 12th: D. Jacey, Second by E. Espasa – Opposed: C. Swift; Abstained: J. Gonzalez – Approved.

Branding Shorts: **J. Runkle** stated the website is live. **G. Dell Aquila** reminded everyone that their contract is annual and is up in March. There is an RFP being developed and BS and others will be provided such to respond. **T. Fisher** asked that the HBA members be added to all email blasts. **J. Runkle** will take care of this.

J. Runkle- reminded the board that the Window Decorating Contest is up and running; and he asked everyone to please take photos and tag HBA and #hobokenholiday

Hoboken Happy Hour: **J. Runkle-** Noted that HHH is contracted to get the word out for the Holiday window contest. HBA is sponsoring their gift card give away. They purchased 100 \$25 gift cards from 100 different businesses around town and will give them out to winners they randomly select.

Visual/Capital

Banners: **G. Dell Aquila-** Banners have been selected and the information was sent to everyone on Teams. **N. Chape'** determined the top 4 based on the votes for numbers #4, #6, #7 & #9. **N. Chape'** stated she viewed the banner samples and noted that # 7 does not meet up to the others. After review, conversation the board agreed to go with #4, # 6, # 9.

Regarding the banners, we had previously approved the purchase not to exceed \$5,000. However, in speaking with the City it was determined that they can no longer install and maintain the banners. There has been several times to repair broken banners and the City does not have the capacity to do this. It is being recommended that we hire a company to install, maintain and store the banners. A proposal from the banner company now has the cost of installation and storage. Consequently we need to increase the previous approval from not to exceed \$5,000 to \$8,000.

MOTION to change banner approval to now include installation and storage to \$8,000: D. Jacey, Second by G. Dell Aquila– Approved.

Holiday (tree lighting, Virtual-videos): **G. Dell Aquila-** the in person event with the City was canceled and is now going to be virtual. It was suggested that we can try and do our own thing if we would like, but we would have to coordinate it. **J. Gonzalez-** the Cultural Affairs office is taping clips together for a video. There still needs to be coordination with the HBA so the HBA is highlighted enough. She will make sure that the HBA is highlighted in that video. **C. Swift** will get in touch with the high school band to see if they can come to the front of the tree to play. **T. Fisher** asked if we can get a plaque made to go in front of the tree noting the HBA. **J. Gonzalez** will reach out to the sign vendor they use and will coordinate with Stuart and James as far as the graphics.

Window Display Contest: **C. Swift-** flyers were printed with the wrong hashtag so we will re print. Everyone is excited. There is no sign up-we just need everyone to decorate. We just need judges. **S. Koperweis** asked for judges: **C. Swift, G. Dell Aquila, T. Fisher** and **H. Ahmed** agreed to be judges. **C. Swift** will coordinate.

Streetscape: **S. Koperweis-** There was a meeting with Arterial two weeks ago and they are finalizing the plan to give to the HBA. **J. Gonzalez-** stated they had given us an unfinished

product and are in the process of making it more complete before we present to the HBA. The next step after that is for the plan to go out to the stakeholders.

Utility Boxes: All ten have been installed and everyone seems to be getting positive feedback. The board thanked **C. Swift** for her work with this. **C. Swift** would like to know how we can get the other ones that the Arts Council decorated under our wing. **J. Gonzalez** will get **C. Swift** in touch with **Chris O' Conner** at the Arts Council and she can speak to them directly and get more involved with them.

Sanitation/Cleaning Program: CDS 2021 Contract- The total proposal is approx. \$296k for 2021. We are adding 1.7 miles to be covered to what we already have service. We are adding 14th from Hudson to Grand, Court St. from 4th to Observer Highway, and 1st from Marshal to the River. There was some discussion on whether or not Court St. should be added. **J. Gonzalez** has stated that there have been several restaurants that have requested that we have the occasional cleaning on Court St. **C. Mazzola** has asked if we can extend 14th Street to Jefferson as well.

MOTION to accept CDS 2021 Contract as presented: E. Espasa, Second by G. Dell Aquila – Approved.

Old Business

Auditor on hold till next meeting; and no info on Trolley.

New Business

C. Swift-asked if we can get *the planters* lowered to be more visible. **J. Gonzalez** explained why we cannot have them lowered due to all the parking signage. **J. Gonzalez** mentioned that there may be something we can do to make them more visible. We can look at doing them only on poles where there aren't any signs. She will talk to the HPU. We do need to wait until Arterial sends their final streetscape designs before we can discuss ground planters; which has been noted will be circulated before the next meeting.

J. Gonzalez- The City has purchased *smart waste receptacles* to replace all the big bellies on Washington St. We asked Arterial to place them in the streetscape so they don't interfere with the new streetscape. Those will be installed by the 15th.

G. Dell Aquila- Has a question for **J. Gonzalez:** At one of his properties on 7th St. he sponsored one of the *pet waste receptacles*. He is wondering if the HBA can sponsor about 50 of them. He would like to brand it, he would like to do it in problem areas. Is this something we can collaborate on with the City? Are there waste bag receptacle dispensers? **J. Gonzalez** loves this and has done research. We have 500 trash cans on the street, we do not want to replace them- instead we want to put them in the right location. There is a map of all the trash cans and their locations and hotspots for pet waste. The goal is to turn all of them into smart waste and turn all the other ones into the trash cans with the Big H. **G. Dell Aquila** wants to make sure that when we walk down the street we see HBA sponsored trash cans. **J. Gonzalez** will pull all info together and send to **G. Dell Aquila**

Public Session: No public attended the Annual Meeting.

Motion to adjourn E. Espasa, Second by G. Dell Aquila: 6:38pm

Next Board Meeting January 5, 2021