

Board Meeting of the Directors
Hoboken Business Alliance, Inc.
January 5, 2021 Agenda

1. Call to Order
2. Adoption of 12.1.20 Minutes*
3. President Report
 - i. Budget – Update/**Change* (reduce reserves)**
 - ii. Conflict policy – Sign and send back
 - iii. New Committee Chairs – Meetings (Visual 1.12.21 + Mktg 1.19.21)
 - iv. September meeting date change – **from the 7th to the 14th *** (Rosh Hashanah)
4. Treasurer Report – December **financials***
5. Committee Reports
 - i. Marketing:
 - a. Boom Local - Update
 - b. Holiday Float – Update
 - c. Branding Shorts and Web Site – Update
 - d. Hoboken Happy Hour – Gift Card and Window Display Promotion
 - ii. Visual/Capital
 - a. Banners – Update, maintenance
 - b. Window Display Contest – Winners – **Confirm***
 - c. Streetscape – Update – Review with Board
 - d. Sanitation/Cleaning program – extended 14th St.
6. Old Business
 - i. Auditor (Audit and Not for Profit fillings) **Proposal***
 - ii. Trolley – Test update - HOLD
7. New Business
 - i. EDS, LLC **Agreement***
 - ii. Other
8. Public Session
9. Adjourn

*** Denotes Action Item***

Next Meeting Date: February 2 , 2021