

Board Meeting of the Directors  
*Hoboken Business Alliance, Inc.*  
November 9, 2021 Agenda

1. Call to Order
2. Adoption of October 5, 2021
3. President Report
  - i. Executive Director Update
  - ii. November Budget Draft
4. Treasurer Report –October Financials\*
5. Committee Reports
  - i. Marketing:
    - a. Visithoboken.com tourism website
    - b. Capstone event holiday market (at terminal TBD) in conjunction with MSP
    - c. Window Decorating Contest
    - d. Gift Card Giveaway
    - e. Small Business Saturday Promo
    - f. Gingerboken Guinness world record attempt
  - ii. Visual/Capital:
    - a. Bistro Lights – Update
    - b. Holiday Decorations
    - c. Trees
  - iii. Parking:
    - a. Update
    - b. Eco Leap
  - iv. Art Murals:
    - a. Update
6. Old Business
7. New Business
  - I. Other
8. Public Session
9. Adjourn

**\* Denotes Action Item\* Next Meeting Date: December 7, 2021**