

**Board Meeting Minutes**  
**Hoboken Business Alliance, Inc.**  
**February 1, 2022**  
**Board of Directors Meeting**  
**Video Conference-4:00pm**

**Present:** James Runkle, Edyta Espasa, Pratik Patel, Phil Cohen, Mark Stehli, Hany Ahmed, Dave Jacey, Jennifer Gonzalez, Jenny Davis

**Absent:** Chris Mazzola, John Nastasi

**Also Present:** Natalie Chape', Daniel Ackerman, Chris Bernardo, Rose Marie Markle

**Call to order/Roll Call Announcements- 4:32pm**

**J. Runkle** noted that January and February meeting minutes will be adopted at the March meeting.

**Presidents Report**

**Assessment questions:** **J. Runkle** – Any questions regarding the 2022 assessment invoices should be sent to the [office@hobokenbusinessalliance.com](mailto:office@hobokenbusinessalliance.com) so they are recorded and answered in a timely fashion. The notification of public meetings has been sent to the City Clerk, 2 newspapers, HBA website and TapInto Hoboken.

**New Board Members:** with a recent board departure, we have two new board members under consideration, Anthony Pino and Catherine Willhoit. If anyone has ideas for potential board members, feel free to mention them to **J. Runkle**. Board members mentioned support for these two candidates.

**Introduction of Commercial District Services, LLC:** J. Runkle welcomed Chris Bernardo and Daniel Ackerman from CDS, who are now on board providing administrative and management support services. Chris Bernardo shared the qualifications of CDS and the excitement to be supporting and working with the HBA

**MOTION to accept the resignation of Megan Lukin: H. Ahmed. Second by, P. Cohen, All approved with no opposed or abstentions.**

**Treasurers Report**

**P. Patel** reported that there is a balance of \$531,062.32 with uncleared checks amount of \$138,482.39 leaving a register balance of \$392,579.96 after December checks clear. The 2021 SID Assessment collection was \$1,363,074.

P. Cohen asked about the January payment made to the former executive director. E. Espasa noted that this was the final payroll for his 3 days in January.

**MOTION to approve the Treasurer's Report: P. Cohen Second by: E.Espasa – All approved with no opposed or abstentions.**

### **Committee Reports**

#### **Marketing**

**J. Runkle** reported that there is a meeting with the City on February 3<sup>rd</sup> to review the proposed annual events calendar. We are discussing a potential brand refresh to fill a need for a few more design assets and we will come back to the board with recommendations.

The Hoboken Relief Fund has raised \$30,000 and is working to support those who have losses from the Chambord Fire. P. Cohen noted that 85 businesses were impacted by the fire and they are struggling to get access to the building and need all the help they can. The HBA will cross promote efforts from the Hoboken Relief Fund.

We are going to purchase \$500 in gift cards to award to those who voted for the Most Romantic Restaurant contest.

**MOTION to approve the \$500 spend: P. Patel Second by: D. Jacey – All approved with no opposed or abstentions.**

#### **Visual/Capital**

**J. Gonzales** and **D. Ackerman** reviewed the proposal for new ground planters. We are looking at differentiation between the new planters and the existing planters on Washington St. This proposed expansion would be into the terminal district, the gateway districts and 1<sup>st</sup> St and 14<sup>th</sup> Street.

**H.Ahmed** wanted to follow up in regards to hanging baskets since we were unhappy with the blooming of the baskets the last years. **J. Gonzalez** noted that we have a proposal for new, larger hanging baskets and we will look into moving the existing baskets to other locations based on the light pole type.

**H. Ahmed** asked about the plan for tree pits. **J. Gonzalez** shared that we have a proposal for the expansion of some tree pits, repairs for some tree pits, and the installation of a few new trees and Liriope ground cover into tree pits where it would thrive.

**MOTION to approve \$65,000 spend on new ground planters: E. Espasa Second by: J. Gonzalez – All approved with no opposed or abstentions.**

#### **Parking**

No committee report

#### **Art Murals**

No committee report

#### **Old Business**

N/A

**New Business**

**J. Runkle** mentioned that the HBA is doing everything in good faith to comply with OPMA and OPRA for transparency purposes. P. Cohen mentioned that this discussion has come up at City Council meetings and in postings on Facebook. With board action, Chris Bernardo will be acting as the Custodian of Records.

**MOTION to approve Chris Bernardo as Custodian of Records: P. Cohen Second by: E. Espasa – All approved with no opposed or abstentions.**

**Public Guest Rose Marie Markle** asked how one can get considered to be a board member and indicated that she would like to do so. She also asked about an OPRA form and **J. Runkle** indicated it would be added to the website. **J. Runkle** noted that meeting notice are posted on the HBA website and **Public Guest Rose Marie Markle** mentioned that it would be helpful to have the time and link posted as well.

**Motion to adjourn E. Espasa, Second by D. Jacey: 5:06pm – Approved.**

**Next Board Meeting March 1, 2022**