

Adopted September 10, 2024

Board of Directors Meeting  
June 25, 2024  
4:30 PM  
W Hoboken, Suite 1: 2nd Floor, 225 River Street, Hoboken NJ 07030



**Present:** James Runkle, Edyta Espasa, Tara Mullins, Mario Fini, Anthony Pino, Hany Ahmed, Luca Infantino, Mike Guglielmo, Mark Stehli, Kenneth Montes de Oca, Mike Ozolneiks, Ruben Ramos, Jennifer Gonzalez

**Also Present:** Roxanne Earley, Larissa Szilagyi, Jenna Stein, Leah Mulartrick, and Chris Ender

**1. 4:39 Call to Order**

J. Runkle welcomed everyone and asked L. Szilagyi to read the Open Public Meetings Act Statement. L. Szilagyi read the statement of compliance with Chapter 231 of the Open Public Meetings Act, noting that adequate meeting notice was provided.

**2. Adoption of Minutes:**

The minutes from April 30, 2024 were reviewed with no remarks or corrections.

**Motion to approve: E. Espasa Second: M. Fini**

**Motion passes unanimously**

**2. Presidents Report**

J. Runkle informed the board that Dave Jacey would be stepping down.

**Motion to accept resignation of Dave Jacey from HBA Board of Trustees: M. Fini Second: M. Guglielmo**

**Motion passes unanimously**

**A. Committee Updates**

**a. Finance – Treasurer Mark Stehli**

**i. Acceptance of Financial Report**

*Treasurer Mark Stehli provided the financial report, and the Statement of Financial Position shows Current Bank Assets on 6/21/24 of \$1,763,231, which accounts for uncleared transactions of \$171,614.71. The Reconciliation Report shows a June Bank Statement ending a balance of \$2,041,611.93, which corresponds to the uncleared transactions in the Statement of Financial Position. Finally, the Activity Statement shows revenue to date of \$2,690,612.38 and expenditures of \$2,659,487.87.*

**Motion to accept the financial report: T. Mullins. Second: M. Fini**

**The motion passes unanimously.**

**b. Audit – Chair: T.Mullins**

**i. Selection of FY2024 Independent Auditor**

*The audit committee reviewed proposals for FY2024 Audit and Tax preparation services via email and recommends an engagement with Fylstra and Associates for \$6,500. No Hoboken-based auditors were accepting new nonprofit clients at this time, and this response is the lowest price, and staff highly recommend these services based on the excellent FY2023 service received. This proposal is in line with current allocations.*

**Motion to select Fyltra and Associates to complete the FY24 Audit T. Mullins Second: M.**

**Guglielmo The motion passes unanimously.**

**c. Program – Chair: K. Montes de Oca**

**i. Approval of 12-month engagement with Berlin Rosen Earned Media services**

*The Program Committee met on 6/20/2024 to review the performance of the 6 Month earned media contract and recommend the Board authorize a 12 Month engagement with Berlin Rosen earned*

media for \$12,000 per month, with a 6-month presentation on highlights and successes to the committee and a refined scope of work featuring monthly thought leadership deliverables. This proposal is in line with current budgeted funding.

**Motion to approve: K. Montes de Oca Second: M. Fini**

**The motion passes unanimously.**

ii. **Approval of 12-month engagement with Berlin Rosen Digital Media services**

*The Program Committee met on 6/20/2024 to review the performance of the 9 Month Digital Media contract with and recommend the Board authorize a 12 Month engagement with Berlin Rosen Digital Media for \$8,500 per month. This proposal is in line with current allocations.*

**Motion: T. Mullins Second: M. Guglielmo**

**The motion passes unanimously.**

d. **Public Realm – Chair: E. Espasa**

i. **Approval of Holiday Light Pole décor capital purchase and expansion**

*The Public Realm Committee met on 6/18/2024 to discuss a proposal to expand light pole decorations at intersections along Washington Street. The Committee recommends the board approve a \$39,122 capital expense to purchase 39 new lights and brackets, bringing the total cost of the Holiday Light Pole installation to \$72,782. This proposal is \$1,500 higher than the current allocations.*

*Trustees discussed how this planned purchase would add a consistent presence on each corner of Washington Street, complementing the existing programming, including the recently completed Bistro lights.*

- **Motion to approve Holiday Light Pole Décor Capital Purchase: H. Ahmed Second: T. Mullins**
- **The motion passes unanimously.**

ii. **Approval of Chiaoza “Charm City” temporary sculptural installation pending permitting & contract negotiations**

*The Public Realm Committee met on 6/18/2024 to discuss a proposal for a new temporary public art installation called Charm City by artist Chiaoza. The committee recommends approval of the year-long rental of these works for \$45,000, pending final approval and sighting agreements with the City and Artist. This proposal is in line with current allocations.*

*Trustees discussed the interactive nature of the colorful 6 piece installation and the planned 6 – 12 months installation. The board briefly discussed insurance and location, and the public arts strategy inclusive of both local and regional/internationally renowned artists. One trustee expressed concern that the artist is not native to Hoboken. Staff noted that a signature “Art Month” is in development focused on local artists.*

- **Motion to approve contracting with Chiaoza to bring “Charm City” installation to Hoboken: M. Guglielmo Second: E. Espasa**
- **The motion passes unanimously**

**B. Executive Directors Report – R.Earley**

R. Earley presented the FY2024 Annual Report to the board, with data provided by new resources Placer.ai and CoStar. The Trustees discussed outdoor dining in Hoboken, the upcoming July 4<sup>th</sup> celebrations, the launch of the new visithoboken.com website this fall, the status of the public art mural program, and the FY25 signature event strategy, and the status of major events on Pier A.

**C. 6:12pm Adjournment: Motion H. Ahmed Second: K. Montes de Oca**