

Hoboken Business Alliance, Inc.
Board of Directors Meeting Minutes
Video Conference – June 7, 2022 4:30pm

Present: James Runkle, Edyta Espasa, Pratik Patel, Hany Ahmed, Jennifer Gonzalez, Mario Fini, Chris Mazzola, Phil Cohen, Dave Jacey, Mark Stehli

Absent: Catherine Willhoit, Anthony Pino

Also Present: Daniel Ackerman, Chris Bernardo, Leo Pellegrini

Call to order - 4:34 pm

J. Runkle welcomed everyone and asked **D. Ackerman** to read the Open Public Meetings Act statement. **D. Ackerman** read the statement of compliance with Chapter 231 of the Open Public Meetings Act noting that adequate meeting notice was provided.

The minutes from the May 3rd, 2022, meeting were approved. **Motion: E. Espasa. Second by M. Stehli. All approved with no opposed or abstentions.**

Treasurers Report

P. Patel reported that there is a bank account balance of \$834,948.14 as of April 30th. The Statement of Financial Position (balance sheet) shows a balance of \$766,629.12 which accounts for uncleared transactions of \$68,319.02. The reconciliation report shows a register balance of \$742,634.12 on 5/5/22 which accounts for additional uncleared transactions after 4/30 of \$24,265. **Motion to approve the Treasurer’s Report: P. Cohen. Second by: H. Ahmed – All approved with no opposed or abstentions.**

Committee Reports

Events

J. Runkle noted that we are joined by Leo Pellegrini so we have adjusted the agenda to hear the Events Committee report first. Leo Pellegrini stated that he had met with the reps for Southside Johnny and they are open to a date in late August, the suggested date is Thursday, August 25th. The band fee is \$25,000 and Leo estimates that a total concert of budget of \$75,000 should cover the costs. Doing this as a ticketed event has the potential to cover all of the costs. Previous concerts of Bob Dylan, My Morning Jacket and Mumford and Sons had between 12,000 and 15,500 in attendance. Leo estimated this concert could get 6-10,000 in attendance. The board discussed various ticket prices and the balance between making the ticket price accessible for all and also generating revenue. The goal of this concert would be to test the program and plan for a larger concert series in 2023. **P. Cohen** asked about the possibility of having local bands to warm up the crowd. **M. Fini** asked if this concert possibility had been discussed with Public Safety. Leo Pellegrini mentioned that the band will usually control the warmup acts as part of the contract and that Public Safety is on board with the concert proposal. **Motion to approve a**

concert budget not to exceed \$75,000: M. Fini. Second by: D. Jacey – All approved with no opposed or abstentions.

President's Report

J. Runkle updated the board on the FY change process. The City Council approved our legislation edits and the assessment roll at the June 1 meeting and there will be a public hearing on June 15th.

J. Runkle shared the success of the “Through the Windows” program with 72 businesses located in every part of Hoboken participating in the program. We had a press conference kickoff on June 3rd with the Mayor and other elected officials at D’s Soulful Café. To capitalize on the excitement of the program, we would like to authorize additional funds to enhance the program. These funds would be used to promote a scavenger hunt, final viewing parties, photographer and reimbursement to businesses for social media spending. **P. Cohen** noted that the kickoff was great and the buzz around this program is great for the merchants as well as the artists. **Motion to approve an additional not-to-exceed \$15,000 to support the “Through the Windows” campaign: P. Cohen. Second by J. Gonzalez. All approved with no opposed or abstentions.**

J. Runkle asked **D. Ackerman** to speak about the proposed internship program. **D. Ackerman** presented a memo on a proposed internship program to support the existing staff and accomplish some of our surveying needs, flyer distribution, tracking vacancies, etc. **D. Ackerman** mentioned that he has spoken with **J. Gonzalez** and the City can support the HBA with the use of ArcGIS as we get up and running. The memo included in the packet asks for a budget approval of \$15,000 to support 2-3 different interns over the next 12 months. **E. Espasa** remarked that she thinks this is a great program. **Motion to approve a budget of \$15,000 for an annual internship program: E. Espasa. Second by P. Patel. All approved with no opposed or abstentions.**

J. Runkle shared the annual proposal from Ginkgo for \$3,000. Ginkgo (CitiSense) supports the mapping capabilities on our website. **Motion to approve Ginkgo proposal for \$3,000: P. Cohen. Second by D. Jacey. All approved with no opposed or abstentions.**

Committee Reports

Visual/Capital

D. Ackerman gave an update on the visual and capital efforts including the addition of 96 new planters throughout the district, the repair of Hudson Place fence is done and now just awaiting painting, and an update on holiday lights and bistro lights. Power washing is commencing in July.

Art Mural

D. Ackerman updated the board on the difficulty finding property owners to participate in the mural program and that he will reach out to the board and city to help find and connect with the owners of certain properties. **M. Fini** mentioned that the Hudson Street mural had been vandalized with some graffiti and that he reached out to Brooke Hansson to alert her and get it properly fixed.

Parking

No committee report

Old Business

P. Cohen updated the Board on the City Council perspective in approving the HBA fiscal year and budget change. There was some discussion at the finance committee where the budget passed 7-2 paving the way for a smooth discussion at the City Council meeting.

New Business

M. Fini mentioned that one of the planters near Johnny Rockets seems to be a recurring site of vandalism. **D. Ackerman** said they would have it cleaned up and pay attention to this site.

The Board entered closed session at 5:15 to discuss personnel matters.

Motion to adjourn E. Espasa, Second by P. Cohen: 5:27 pm – Approved.

Next Board Meeting July 12, 2022