

**Hoboken Business Alliance, Inc.**  
**Board of Directors Meeting Minutes Video**  
**Conference – July 11, 2023 4:30pm**

**Present:** James Runkle, Edyta Espasa, Pratik Patel, Mario Fini, Catherine Willhoit, Councilman Phil Cohen, Director Jennifer Gonazlez, Dave Jacey, and Chris Mazzola

**Absent:** Anthony Pino and Jenny Davis

**Also Present:** Roxanne Earley, Larissa Szilagyi, and Erin Bush

**1. Closed Session: 4:30pm-4:40pm:** Closed Session to discuss matters pursuant to N.J.S.A. 10:4-12(b)(8)

**2. Call to Order: 4:41pm**

**R. Earley** 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.

The minutes from May 2, 2023 were reviewed.

**Motion to approve the minutes from May 2, 2023. Motion: J. Runkle Second: P. Cohen**

**2. Treasurers Report**

**P. Pratik's** provided the financial report and reported that, on 5/22, HBA received their last two assessment payments, totaling \$1,332,529.82. The Statement of Financial Position shows Current Bank Assets on 6/30 of \$1,661,599.67, which accounts for uncleared transactions of \$179,778.64. The Reconciliation Report shows a November Bank Statement ending balance of \$1,841,378.31, which corresponds to the uncleared transactions in the Statement of Financial Position. Finally, the Activity Statement shows revenue to date of \$2,743,882.07 and expenditures of \$1,987,149.37.

**Motion to approve the May Treasurer's report? Motion: M Fini. Second: D. Jacey.**

**3. Updates:**

**Capitol/Visual**

**Hudson River Showcase:** **R. Earley** noted that the HBA hosted a Hudson River Showcase along the waterfront on June 11<sup>th</sup>, 2023, which brought 10,000-15,000 visitors to Hoboken. **R. Earley** also mentioned that businesses along the waterfront found the day to be exciting with minimal impact from street closures and higher than usual sales.

**HBA Budget:** **R. Earley** updated the Board of Directors regarding the Hoboken Business Alliance budget. According to R. Earley, the City Council approved the HBA budget on June 21<sup>st</sup>.

**Update on FY24 CDS Contract:** **R. Earley** shared that, after further review with the City, the HBA will not pursue a service/operations vehicle for the FY24 fiscal year. Moreover, R. Earley clarified that the fees provided to the board were a maximum per month and not a fixed monthly fee. The anticipated annual cost will be \$426,929.12.

**End of Year Update:** **R. Earley** discussed that June 30<sup>th</sup> marked the last day of the FY23 fiscal year. **R. Earley** noted that staff is preparing for our upcoming audit and creating an organizational infrastructure in place, with recommendations from Ted from the Support Center. **R. Earley** noted that she will circulate a more detailed budget as well as reach out regarding a nominations committee and a board manual for nominations and bylaws ahead of the December board meeting.

**Public Realm:**

**Almstead Tree Pruning Proposal:** No questions or comments were provided by the board regarding this proposal.

**Motion to approve the Almstead Tree Pruning proposal? Motion: H. Ahmed. Second: P. Cohen. All approved, motion passes.**

**Holiday Décor Proposal:** R. Earley discussed the proposal included in the board packet included a proposal similar to last year's décor plan, but with increased costs. R. Earley noted this could be the time to add unlit garland from the City of Hoboken, but there was no current plan to expand lighting. No questions or comments were provided by the board regarding this proposal.

**Motion to approve the Holiday Décor Proposal for services related to the Holiday lighting and décor plan? Motion: E. Espasa. Second: P. Cohen. All approved, motion passes.**

**Community & Economic Development:**

**Market Analysis Vendor Selection:** **E. Espasa** noted being happy to see a familiar name to work with in the StreetSense proposal. **P. Cohen** inquired about the value of adding this organization and **R. Earley** went into further detail about the value of this specific firm.

**Motion to approve the proposed scope and budget from the recommended firm, Streetsense? Motion: M. Fini. Second: E. Espasa. All approved, motion passes.**

**First Street 2023 Program Proposal:** No questions or comments were provided by the board regarding this proposal.

**Motion to approve the First Street Open Street FY24 Budget to not exceed \$29,000? Motion: D. Jacey. Second: M. Fini. All approved, motion passes.**

**Harvest Festival 2023 Program Proposal:** No questions or comments were provided by the board regarding this proposal.

**Motion to approve the Harvest Festival Proposal? Motion: E. Espasa. Second: H. Ahmed. All approved, motion passes.**

**Marketing & Promotions:**

**FY2024 Marketing Vendor Selection:** No questions or comments were provided by the board regarding this proposal.

**Motion to approve the FY24 Marketing Vendor proposal from Berlin Rosen? Motion: E. Espasa. Second: J. Runkle. All approved, motion passes.**

**General & Administrative:**

**FY2024 Meeting Schedule Approval:** No questions or comments were provided by the board regarding this proposal.

**Motion to approve the FY24 Board Meeting Schedule? Motion: M. Fini. Second: P. Patel. All approved, motion passes.**

**6. Old Business**

a. **M. Fini** asked about updates on PSE&G and bistro lights. **R. Earley** informed the board she just signed the contract and scheduled work to prepare the streets for installation. **R. Earley** suggested a ceremony to turn on the lights for 10<sup>th</sup> and 11<sup>th</sup> on Washington Street

**8. New Business**

- a. **D. Jacey** asked a question for **J. Gonzalez** for rodent mitigation. **J. Gonzalez** suggested **D. Jacey** to reach out Lynette and **L. Szilagy** will check HBA's contract about Court Street.
- b. **D. Jacey** asked when Court Street would be ripped up and **J. Gonzalez** said Spring 2024. **D. Jacey** believes there will be a lot of disruption and also rodent activity. **J. Gonzalez** noted that projects must include rodent bating.

**9. Public Session**

There was no public remarks.

**10. Next Meeting:** *September 12, 2023*

**11. Adjournment: Motion: P. Cohen. Second: H. Ahmed 5:17 pm**