

Adopted December 5, 2023

Hoboken Business Alliance, Inc.

Board of Directors Meeting Minutes

Video Conference – September 12, 2023 4:30pm

Present: James Runkle, Edyta Espasa, Pratik Patel, Mario Fini, Councilman Phil Cohen, Caleb Stratton, and Dave Jacey

Absent: Catherine Willhoit, Chris Mazzola, Anthony Pino, and Jenny Davis

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

1. Call to Order: 4:37pm

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.

The minutes from July 11 2023 were reviewed.

Motion to approve the minutes from September 12, 2023. Motion: H. Ahmed Second: P. Cohen

2. Finance

A. P. Pratik's provided the financial report and reported that, the Statement of Financial Position shows Current Bank Assets on 7/31/23 of \$1,395,919.20 which accounts for uncleared transactions of \$223,084.51. The Reconciliation Report shows an April Bank Statement ending balance of \$1,619,003.71 which corresponds to the uncleared transactions in the Statement of Financial Position. Finally, the Activity Statement shows revenue to date of \$2,744,115.24 and expenditures of \$2,479,712.49. Please note, since the adoption of the FY24 budget, the HBA has changed our chart of accounts to properly reflect our expenditures.

Motion to approve the May Treasurer's report? Motion: P. Cohen. Second: M. Fini.

B. Resolution to Accept 6 Month Audit: J. Runkle noted a copy of the 6-month audit conducted by Mathew & Nulty.

Motion to accept the audit findings as reported by Mathew & Nulty? Motion: D. Jacey Second: P. Patel

C. Resolution to Select FY23 Auditor: J. Runkle noted that the HBA staff solicited multiple quotes for auditing services for FY23. The HBA staff recommends proceeding with Fylstra & Associates for auditing services.

Motion to authorize an engagement with Fylstra and Associates for a rate not to exceed \$5,500 to complete auditing and tax services? Motion: M. Ahmed. Second: M. Fini

D. Resolution to adopt FY24 Budget Amendment: J. Runkle noted that the board packet included a memorandum regarding a reallocation of funding to hire a part time Public Art Coordinator and a full time Business Outreach & Events Coordinator to provide project management support for key budget areas.

Motion to approve the proposed reallocation to facilitate the hiring of one full-time and one part-time staff members? Motion: E. Espasa Second: P. Cohen

3. Updates:

A. Governance Committee:

I. Presentation on results of Board Build Process: J. Runkle provided a presentation of Board Build Process results. No questions were asked after **J. Runkle's** presentation.

II. Resolution to adopt revised board structure proposal: Based on these results, **J. Runkle** introduced a revised board committee structure.

Motion to adopt the revised board committee structure: Motion: M. Fini. Second: P. Patel

III. Resolution to Adopt Board Member Description & Agreement: J. Runkle noted that the items circulated will be utilized as the first part of the Board Handbook and will be compiled as well as kept up to date for reference by all Trustees.

Motion to adopt the Board Member Description & Agreement? Motion: E. Espasa. Second P. Cohen

IV. Resolution to adopt Nominations Process:

Motion to adopt the nominations process and proceed with advertising nominations in advance of the December meeting and elections? Motion: P. Patel. Second: M. Fini

V. Resolution to Add Members to the Governance Committee: J. Runkle noted that, as best practice, the Governance Committee should include members from different terms to review and nominate Trustees for upcoming elections. **D. Jacey** offered to fulfill this role.

Motion to appoint D. Jacey to the governance committee to assist with the 2023 nominations process? Motion: H. Ahmed. Second: M. Fini.

B. Public Realm Committee

I. Resolution to approve purchase of Lidded Trash Receptacles: J. Runkle noted that the City of Hoboken recently passed legislation requiring the use of lidded containers for curbside trash disposal which impacts our members. I requested staff look into

purchasing acceptable containers to help businesses comply, and the Public Realm committee recently reviewed and recommends Board approval.

Motion to approve the purchase of 100 lidded trash receptacles to help businesses comply with new trash legislation? Motion: E. Espasa. Second: D. Jacey

III. Resolution to adopt Holiday Placemaking Proposal:

J. Runkle noted that, in the board packet, a proposal recommended for approval by the Public Realm committee from the Holiday Collective for four placemaking activations during the Holiday Season located at the entrance for Hoboken on Observer Highway, Pier A, and along Washington Street for a negotiated discounted price of approximately \$150,000. Staff could secure an additional discount if the Board were to approve a two-year contract. **E. Espasa** asked what the discount would be applied to in the second year and **R. Earley** clarified that the discount would only be applied to the items, not the labor to set up items. **R. Earley** ensured the Holiday Collective has discussed being open to tweaking the display in the following year, but this would only be assured by a two year contract.

Motion to agree to accept the Holiday Placemaking Proposal as well as the discount in the case there is a flexibility to change the display in the upcoming year within reason of their inventory? Motion: D. Jacey. Second: H. Ahmed

IV. Resolution to adopt Electric Dandelions Proposal:

J. Runkle noted that the board packet included a proposal for a winter public art and placemaking activation from LIQUID PXL to host an installation of ten electric dandelions in Q1 of 2024. The public realm committee reviewed, provided feedback on, and recommends approval of this proposal. In addition to the installation, the requested authorization of funds includes additional budget for contingency, marketing, and insurance costs associated with hosting public art of this type. **M. Fini** asked where the dandelions would be located. **R. Earley** informed the board that there is no concrete location, as the next step would be a walk through, but there was discussion to add it to the waterfront.

Motion to accept the Electric Dandelions Proposal for a cost not to exceed \$95,000? Motion: M. Fini. Second: H. Ahmed

C. Program Committee:

I. Resolution to approve budget for Tree Lighting Event:

J. Runkle noted that the board packet included a proposal to authorize funding for the annual Holiday tree lighting of \$12,000. The events committee reviewed, provided feedback on, and recommended approval.

Motion to approve the proposed budget for the annual holiday tree lighting event of \$12,000? Motion: E. Espasa. Second: M. Fini

II. Resolution to adopt Streetsense Strategic Plan Addendum:

J. Runkle noted that the board packet included a proposal to add a third Strategic Planning phase to the market economic analysis. The Market Economic Analysis review committee has reviewed, provided feedback on, and recommended approval of this addendum to the existing Streetsense contract. The final deliverable will be a new strategic plan for the next 3-5 years of the organization. **P. Cohen** asked what the \$30,000 would include and **R. Earley** explained that the contract would inform HBA on our next steps to a concrete strategic plan. **D. Jacey** asked if this was similar to hiring a consultant. **R. Earley** explained that the full scope would be in the strategic plan deliverable, not as a consultant. **D. Jacey** asked what projects the strategic plan might propose, and **R. Earley** explained that it would depend on the findings which could include, but are not limited to, policy changes, etc. **D. Jacey** expressed concern that HBA would be doing the work that would be the responsibility of the City of Hoboken. **J. Runkle** and **M. Fini**, representing the Committee, expressed how they believed this step was essential to the completion of this project.

Motion to approve the addendum to the Streetsense contract for services related to the preparation for a strategic plan at a cost of \$30,000? Motion: M. Fini. Second: H. Ahmed.

III. Resolution to appoint members to the Strategic Plan Advisory Committee:

J. Runkle discussed that to guide and advise the strategic planning process, the Market Economic Analysis Review committee recommends that it be reconfigured as a Strategic Planning Task Force and appoint additional members of the broader Hoboken business, stakeholder, and government community to assist.

Motion to approve the Strategic Planning Task Force and to appoint members of the broader Hoboken business, stakeholder, and government community to guide the strategic planning process over the next 6 months? Motion: P. Cohen. Second: H. Ahmed.

4. Executive Director Report:

R. Earley provided an update to the board that a new marketing agency was on-boarded, streetsense kicked-off their services, CDS increased power washing and attention to clean streets, the fall planting turnover began, HBA focused on advocacy around containerized trash rules, and HBA + Main Street Pops received the Downtown NJ Excellence Award for the Through the Windows program. **R. Earley** also noted that in the coming weeks, HBA will be running First Street Sundays, HBA will be in partnership for the Puppet Heap exhibit at the Hoboken Museum, the Small Business watermain break grant application will be open in October, Harvest Festival partnership will be taking place, and HBA will be sponsoring the HoBOOken 5k and Howloween events.

5. New Business:

A. H. Ahmed saw a video in NYC of commercial sized garbage bins – putting them in mid-block for commercial districts. **H. Ahmed** said it's in a parking spot about the size of a mini cooper and will send the video to **R. Earley and J. Runkle**.

B. P. Cohen informed the board that Council will be voting next Wednesday on requirements for outdoor dining. It will require businesses to be responsible to clean and be compliant with requirements in the statute. **P. Cohen** also noted that we are in the education period of the containerized law where businesses are being educated, not yet ticketed.

6. Public Session

Rose Markle asked if we are going to hire part-time and full-time. **R. Earley** confirmed it was just authorized. Rose Markle asked if we were thinking about hiring in the future and **R. Earley** stated we were not, but we would authorize this action. Rose Markle asked about the holiday collections given by the City as we are supplemental. **C. Stratton** stated they will continue to provide the same services and he will follow up with the city. Rose Markle asked when we would self-funded. **R. Earley** noted that we would never be self-funded and asked if she could see the ordinance. Rose Markle asked when power washing takes place and **R. Earley** stated power washing as needed starting 7am-10pm.

Kennyth Montes de Oca said he enjoyed attending and looking forward to working with HBA in the future.

9. **Next Meeting:** *December 5, 2023*

9. **Adjournment: Motion: P. Cohen. Second: H. Ahmed 5:27 pm**