

Board Meeting Minutes
Hoboken Business Alliance, Inc.
October 6, 2020
Video Conference - 4:30pm

Present: Hany Ahmed, Greg Dell Aquila, Edyta Espasa, Tiffanie Fisher, Donna Garban, Jennifer Gonzalez, Armando Luis, Chris Mazzola, James Runkle, Carol Swift

Also Present: Natalie Chape', Stuart Koperweis

Absent: Meghan Lukin, Dave Jacey

Call to order/Roll Call Announcements- 4:35pm

**Adoption of September 1, 2020 Minutes: E. Espasa Second by, J. Runkle–Approved
Abstained-C. Swift & D. Garban**

Presidents Report

Board Membership & Officers: **G. DellAquila** informed the Board of **D. Garban's** resignation as of 10/31/20.

**MOTION to accept Donna Garban's resignation from the HBA Board effective 10/31/20:
H. Ahmed Second by, E. Espasa – Approved.**

The Board thanked **D. Garban** for everything she has done for the HBA from the beginning of the Steering Committee and on to the board itself. She has been a tremendous asset to the organization and all are very sad to see her go.

G. DellAquila has spoken to **E. Espasa** about taking on the role of Vice President of the Board and has also spoken to **M. Lukin** about taking on the role of Secretary.

**MOTION to accept E. Espasa as Vice President and M. Lukin as Secretary: T. Fisher
Second by, H. Ahmed– Approved.**

E-Votes Confirmation 9/3/20: **S. Koperweis** asked that the Board confirm all the E-Vote confirmations for the Holiday Lights, Sidewalk Sale/Food Crawl

**MOTION to accept E-Votes from 9/3/20 Holiday Lights, Sidewalk Sale/Food Crawl
C. Swift Second by, E. Espasa – Approved.**

Budget Review S. Koperweis- Of the \$1.3 million assessment budget we have received to date approx. \$ 937k, with the balance of about \$400k still pending. We are on track to spend just over \$1 million for 2020 of the \$1.3 million

There was a discussion on the Budget and what we will be asking for in 2021. All agreed we should have a work plan meeting on October 21nd at 4:30pm. Everyone is asked to please review

all documents and send all thoughts to Stuart prior to this meeting so we are all prepared to discuss allocations, priorities for 2021.

Treasurers Report

N. Chape' informed the Board that **D. Garban** has reviewed the August and September 2020 Financials. Ending Balance is \$ 139,334.73. **N. Chape'** has informed all that the \$ 105 charge from July which was charged in error, has since been credited back to our account.

MOTION to accept August and September 2020 Financials: H. Ahmed Second by, G. Dellaquila – Approved.

Committee Reports

Marketing

Summer Streets: In Teams there are recaps of both Summer Street and Retail Program. Summer Streets successfully introduced the HBA to our businesses. It was a great program to have during COVID. Program has come to an end as of last weekend. 40% Gift Card Program-was a grand slam. Shake-a-Bowl sent a note thanking us all for our efforts. Great feedback. Shares, comments and engagement were off the chart.

Boom Local: J. Runkle- Boom Local (program and agreement can be found on Teams) is owned by a Hoboken resident, a data share program for all the businesses in town. Data with Boom Local will be a share partnership with CiteSense. Boom Local will be advertising for the HBA. They recommend a \$4k budget for 6 months.

MOTION to accept \$ 4,000 contract with Boom Local: C. Swift Second by, C. Mazzola - Approved.

Citizensense Mapping: S. Koperweis and J. Runkle will be finalizing the list this week; looking to have about 1000 email addresses.

Branding Shorts: J. Runkle, next big item on the list is the new website. It was under getting started before COVID hit; and we had to shift to a temporary site ASAP. He is reviewing with the agency to get everything up to date. There are a lot of different resources. Within the coming weeks, we will have a marketing meeting to go over it before we present to the board.

Visual/Capital

Holiday Lights: S. Koperweis and J. Gonzalez have been working very hard on this. PSEG is installing 28 new outlets once they receive payment. We are also starting to install the pole to pole lights on Washington Street. We decided to plug them in now, as we feel they would be a visual benefit to Washington St. **J. Gonzalez** is in the process of updating the map so that 1st and 14th Streets will be included on holiday decorations. We are also working with the City to do a tree light.

T. Fisher would like to know if we will have new banners put up along with the lights. She asked how residents will know that the HBA did all the holiday decorations. **S. Koperweis** responded that everyone will know through marketing, via website, email and social media. **G. DellAquila** feels we should look into new banners. **We** will look into it.

MOTION to purchase new pole banners not to exceed \$ 10k: E. Espasa Second by, T. Fisher - Approved.

Utility Boxes: **C. Swift** we have the designs confirmed. We have two quotes (one from a Hoboken Company-\$17k and one from NY Company-\$ 10k) unfortunately, the Hoboken Co. is more expensive. **S. Koperweis** will go back to both for better quote.

MOTION to accept utility box shrink wrap printing and installation not to exceed \$ 15k: C. Swift Second by, E. Espasa - Approved.

Sanitation: **J. Gonzalez- D. Jacey** and **J. Gonzalez** have been talking and they believe that there should be some sanitation services on Court St. CDS will do it at no extra charge. **D. Garban** would like to know why 1st is not included in every effort we do. There was a discussion on this topic and noted that these are pilot programs and will be included for 2021.

Old Business

Trolley: **S. Koperweis-** This pilot program was approved last month with a quote from Feel Good Shuttles, who was going to do a 1 car (3 days a week). In the process of working with the City to solidify this, there was another company called Circuit that had approached the City several years ago. They are recommending 3 or 4 cars for a 7 day a week period, 8-10 hours a day for 6 weeks. That program cost approx... \$ 50k. **S. Koperweis** went back to Feel Good and asked for a quote for the same cars/day/hours. They came back with a price of \$19k to \$20k.

T. Fisher's voiced concerns that this would take business away from the local taxis. Also it was pointed out that the businesses would not see a direct benefit from this. There needs to be a consumer destination, tracking mechanism to see if the end user is going to businesses or elsewhere. It was recommended to go forward with the motion from previous meeting: to see the results of the one car option test. **S. Koperweis** will follow up with vendors.

New Business

Next meeting is Election Day, thus the Board would like to reschedule to November 10, 2020. Branding Shorts and Tap Into and local paper will be informed of the change.

MOTION change the November Meeting to November 10th: C. Swift Second by, E. Espasa - Approved.

Motion to adjourn E. Espasa, Second by: C. Swift: 5:44pm

Next Board Meeting November 10, 2020