

Board Meeting Minutes
Hoboken Business Alliance, Inc.
November 10, 2020
Video Conference - 4:30pm

Present: Greg Dell Aquila, Edyta Espasa, Tiffanie Fisher, Jennifer Gonzalez, Meghan Lukin
Chris Mazzola, James Runkle, Carol Swift

Also Present: Natalie Chape', Stuart Koperweis

Absent: Hany Ahmed, Dave Jacey, Armando Luis

Call to order/Roll Call Announcements- 4:39pm

Adoption of October 2020 Minutes: J. Runkle Second by, M. Lukin–Approved

Presidents Report

Board Membership Nomination: **G. Dell Aquila** would like to put forth a potential board member for nomination-Pratik Patel. There was an email sent to all board members with his information. Mr. Patel is a Commercial loan Officer and Business Development Officer of BCB Bank, as well as the business owner of Caporrino's & Ottomanelli's Liquors in Hoboken. Also he is on the Board of Directors on the Rotary Club, and is an active member of HCCOC. **G. Dell Aquila** would also recommend upon board approval that he be the treasurer of the board as well.

MOTION to accept Pratik Patel as a new board member: C. Swift Second by, M. Lukin – Approved.

Nomination Committee: We have three board members whose terms are up based on staggered terms in Bylaws: they are -**Greg Dell Aquila, Edyta Espasa & Carol Swift**. **S. Koperweis** has informed the Board we have to put together a nominating committee that consists of three individuals to meet with him for about 15 minutes-**C. Mazzola, J. Runkle & M. Lukin** have agreed to be on the nominating committee. Will follow up and set meeting.

Budget: **S. Koperweis** (shared screen)-A change came in late yesterday afternoon notifying that the increase in the assessment is not going to be \$67k as anticipated but is now going to be \$37k instead. Consequently the difference in funds were moved and or taken out. Total assessment is now \$1.373 million, and the rate remains the same at a base of 1.8% which is weighted according to sub areas. It appears we will have roughly \$300k carried over due to getting started later on in year due expenditures/contracts and COVID. We moved the carry over funds into Capital Improvements for 2021.

The Trolley (under Old Business, was discussed here) was not put in previous Year to Date budget reviews, but the company has since submitted a revised proposal of \$155k. If this is something we want to do we have to move funds around in the budget to fit this in. The company plans to do a test market run for 2 months with 6 drop off points within Washington St. This consists of (4) 5- passenger vehicles. They will also do data management.

There was conversation on where, how or should this be included in our budget. **T. Fisher** has stated her concerns on this and believes it seems like more of a transportation alternative that the City would love to offer the residents and would like to have the HBA pay for. The City may pay the full amount. This seems to benefit the residents more than the businesses. **G. Dell Aquila**- Parking should be the focus here and trolley may or may not be the answer.

There was continued discussion on this topic as to whether or not this should be funded by the HBA and where to pull the funds from. It was decided that we should include it in our budget and call it *parking/transportation* category and utilize the funds for anything parking related, not just the Trolley system. Board has agreed to allocate \$95k for this category. **S. Koperweis** moved funds from different buckets per conversation with Board: Arts \$325k, Cleaning \$325k, Parking Transportation \$95k, Retail Promotions \$300k, Branding \$381k.

MOTION to accept the Budget as presented: C. Swift Second by, M. Lukin – Approved.

There is a resolution to be signed and sent out, **S. Koperweis** will send to **E. Espasa** and **G. Dell Aquila**.

Treasurers Report

N. Chape'-reported the October Ending Balance is \$ 345,991.04.

MOTION to accept October 2020 Financials: J. Runkle Second by, G. Dellaquila – Approved.

Committee Reports

Marketing

Boom Local: S. Koperweis- working with them on different options for retailers and food establishments and should be ready shortly. They have also been cleaning up the data with Citiesense.

Citiesense Mapping: S. Koperweis-Ready to be launched and master list is almost 100% ready.

Retail Promotion (Sidewalk Sale/Food Crawl): S. Koperweis- noted that this very well received and all testimonials/updates are on Teams.

Branding Shorts and Website: J. Runkle- He is working with developer and making changes himself and we should be ready to launch next week for small business Saturday pushes.

Hoboken Happy Hour-Gift Card Sponsorship and Window Display Promotions: J. Runkle- There is a company here in Hoboken called the Lokel Group, which runs the Hoboken Happy Hour. This is an advertising play on their social media to help promote our window display and a gift card program. *Hoboken Happy Hours* are big in Hoboken. They do all the work we just need to proof creative. The second opportunity is that every year Hoboken Happy Hours does a gift card giveaway. Winners are chosen for 12 days of giveaways. HBA can sponsor the gift cards and our logo will be on everything as a sponsor. The total for the two programs including the gift cards is \$ 9,800. Both programs are recommended. **T. Fisher** has asked if **J. Runkle** can

have a conversation with this group about COVID and the importance of face masks. They have access to a great group of people and this would be a great group to spread this message.

MOTION to accept Hoboken Happy Hour Promotions which is run by Lokel Group for a total of \$ 9,800: C. Swift Second by, M. Lukin - Approved.

Visual/Capital

Holiday Lights: J. Gonzalez-Tree Lighting - The goal is not to close Washington St. for a long period of time. They will close 11th St. on both sides and the parking lane on Washington St. They have been very cautious with the events that the City approves. Looking to close for about 30 minutes. Leo and Geri (from City) will provide more details of the program in the near future. The HBA provided the Electric Tree and we are working with the City to provide the staging, hot coco, etc. We are also doing a PR push on this as well. We are working on getting Carolers for the Tree lighting. We will also reach out to **M. Lukin's** contact.

Window Display Contest: 4 winners at the retailer level: Best overall, Most Original, Best lighting and People's choice. First three will get \$1k and \$2k for people's choice. There is also \$2k for (20) \$ 100 gift cards and approx. for a total cost for program being \$7k. In addition we will need about \$4k for Social boosts and printing. We will also email the businesses. We will be printing two different things, one for the businesses and one for the consumers. **C. Swift** will print at least 2,000 cards. **T. Fisher** will also send a separate email out to thousands of people. We will also use a QR code for the back of the postcards. The W Hotel would like to be the primary sponsors and **S. Koperweis** and **J. Runkle** are working with them now to confirm gifts.

MOTION to approve Window Display Program not to exceed \$ 11k: J. Runkle Second by, T. Fisher - Approved.

Streetscape: We are waiting for next round of revisions, have meeting later this week. Once completed will review with Board.

Utility Boxes: **S. Koperweis** has reached out to Chris at Manhattan Neon- he will try to get two wrapped by next Wednesday, the date of the budget introduction.

Trees: **S. Koperweis**-We have completed phase 1 of cleaning the tree pits. We are now on to tree planting, and the repair of the tree pits themselves and the repair of the tree guards. The total cost will be approx. \$44k. We have approved the program but have not approved the agreements with the individuals themselves. We have hired Paul Cowie to help us do this and **J. Gonzalez** has been very hands on and helpful with this entire process.

MOTION to accept Phase 2 of Tree Work not to exceed \$ 45k: E. Espasa, Second by C. Swift - Approved.

Sanitation/Cleaning: **S. Koperweis**- We discussed last month.

Flowers for 2021: **S. Koperweis** has received everyone's votes. He has asked that they take item #2 Trailing Swedish with the vines. If they say no will go with #2. **S. Koperweis** will follow up with Hufnagel.

Old Business

Auditor: **S. Koperweis** has two quotes and is looking for a third quote. We still have time on this.

Trolley: **S. Koperweis**- We discussed earlier under budget review. Need to set up meeting with all to review next steps. **S. Koperweis** will confirm with **T. Fisher**.

MOTION to confirm to do this test with the City: C. Swift Second by, T. Fisher- Approved.

New Business

Banners: **N. Chape'** shared the current banner samples and no one liked them. She will get back to everyone with different options.

MOTION to allocate \$ 5k for Banner Replacement: E. Espasa Second by, C. Swift - Approved.

Next Wednesday 11/18 the Budget will be presented. **T. Fisher** encourages everyone to join.

Motion to adjourn E. Espasa, Second by: M. Lukin: 6:04pm

Next Board Meeting December 1, 2020