

**Board Meeting Minutes**  
**Hoboken Business Alliance, Inc.**  
**December 20, 2021**  
**Annual Meeting**  
**Video Conference-4:00pm**

**Present:** Gregory Dell Aquila, Edyta Espasa, Tiffanie Fisher, Jennifer Gonzalez, Dave Jacey, Chris Mazzola, Pratik Patel, James Runkle, Mark Stehli

**Absent:** Hany Ahmed, Jenny Davis, Meghan Lukin, John Nastasi

**Also Present:** Natalie Chape', Steven Welliver

**Call to order/Roll Call Announcements- 4:04pm**

**Adoption of November 2021 Minutes: J. Runkle, Second by D. Jacey Approved**

**Presidents Report**

**Diversity, Equity and Inclusion Statement:** **G. Dell Aquila-** he believes its best practice that we have a statement prepared and take it from there. This stemmed from one business owner reaching out about the mural we had painted. **S. Welliver-** advises that the board directs the staff to develop a statement for the organization and to be brought back to the board for adoption in Feb. meeting.

**MOTION to direct the staff to start the process of putting together a Diversity, Equality and Inclusion statement for the HBA: J. Gonzalez. Second by, C. Mazzola**

**Executive Director Update:** **S. Welliver-** Last Wednesday we went in front of City Council with the 2022 budget, it was accepted (8-1).

We have had a really great holiday event calendar this season. Holiday Gift Card giveaway- **S. Welliver** and **J. Runkle** went out in the community surprising consumers who were shopping local with \$100 gift cards (28 total).

Artesian Market-Our partnership with Main St. Pops, first holiday market on NJ transit property was 12/19/21. We had 106 vendors. Great crowds and great participation from community. Great event all around.

Tree Lighting-record breaking crowd of 250-300 people who attended.

What to expect in the future-strategic planning will be scheduled. We will present some feedback likely at the February board meeting.

**Treasurers Report**

**P. Patel** reported that he has reviewed and accepted November Financials with an ending balance of \$ 542,654.31. **S. Welliver** and **P. Patel** are working on a more streamlined report for the board going forward.

**MOTION to approve November Financials: T. Fisher Second by: J. Runkle – Approved.**

### **Committee Reports**

#### **Marketing**

No committee report

#### **Visual/Capital**

No committee report

#### **Parking**

No committee report

#### **Art Murals**

No committee report

### **Old Business**

N/A

### **New Business**

Nominating Committee met (**S. Welliver**, **E. Espasa** and **P. Patel**) and it is being recommended that the members whose terms are up be re-elected for a 3 year term each. Members are **M. Lukin**, **P. Patel**, **D. Jacey**, **C. Mazzola**. There was also discussion on changing the fiscal year of the organization (7/1-6/30) so that the officer's terms align with the fiscal year of the organization.

Four sitting officers retain their roles for a full year but can be re-visited in 6 months.

**G. Dell Aquila-President**

**E. Espasa- VP**

**M. Lukin-Secretary**

**P. Patel-Treasurer**

**MOTION made by the Nominating Committee to accept the above members to be re-elected and for a 3 year term, and officers for a 1 year term (with possibility to be re-visited in 6 months) All in Favor of both motions**

Irish Heritage Week Study Session: G. Dell Aquila- D. Jacey has been communicating to him on how we mitigate the con events (leprechaun specifically) and recognize that the Irish immigrants had a parade that was turned into something other than a parade. The St. Patrick's Day parade does not have the same narrative in other municipalities that is has in Hoboken. Dave has been working on a different type event "Irish Heritage Week". He has been working with

vendors, understating public safety issues, etc. We need to get the business attraction and positive economic impact, keep the Irish heritage front facing and mitigate the negativity. Dave has been putting pen to paper on this and is looking to form committee to assist in the process. He did a brief survey talking to everyone from restaurants and retailers and the consensus is that the parade is missed. He has been talking to Cliff Hanger Productions who has been putting events together for 35 years. We would have sponsors for the whole parade and raise money for a charity in Hoboken. There .was some discussion about this

Board members who have volunteered to be involved in this committee are: G. Dell Aquila, D. Jacey, C. Mazzola, M. Stehli

Tree Planting: There is a proposal from Hufnagel to plant 8 tree wells to put trees back in.

**MOTION not to exceed \$8k for Hufnagel to install 8 tree wells: D. Jacey, Second: G. Dell Aquila**

CDS: Will send to board when we receive the new proposal.

**Motion to adjourn E. Espasa, Second by D. Jacey: 5:44pm – Approved.**

**Next Board Meeting January 4, 2021**