

**Rescheduled Board Meeting of May 5<sup>th</sup> Minutes  
Hoboken Business Alliance, Inc.  
May 8, 2020  
Zoom - 4:00pm**

**Call to order/Roll Call Announcements- 4:11pm**

**Present:** Hany Ahmed, Greg Dell Aquilla, Edyta Espasa, Dian Fini, Councilwoman Tiffanie Fisher, Donna Garban, Jennifer Gonzalez, Meghan Lukin, Chris Mazzola, Carol Swift

**Also Present:** Natalie Chape', Stuart Koperweis, Micki Pagano

**President Resignation/President Nomination/Secretary Nomination**

As the Vice President of the Board-**D. Garban** informed the full Board of **E. Flinn's** recent resignation as president and board member. Resignation was done via email to the Executive Board.

**MOTION: to accept E. Flinn's Resignation: D. Garban, Second by G. Dell Aquilla. Approved.**

**D. Garban** has informed the Board that it is the recommendation of the Executive Committee to nominate **G. Dell Aquilla** as President of the HBA.

**MOTION: to accept G. Dell Aquilla as President of the HBA: G. Dell Aquilla, Second by C. Swift. Approved.**

**D. Garban** has informed the Board that it is the recommendation of the Executive Committee to nominate **E. Espasa** as Secretary of the HBA.

**MOTION: to accept E. Espasa as Secretary of the HBA: D. Garban, Second by C. Swift. Approved.**

**Adoption of April 21, 2020 Minutes: E. Espasa, Second by –C. Swift Approved.**

**Presidents Report**

**G. Dell Aquilla** thanked the Board for the support and that he is committed to this new position as President of the HBA Board. **G. Dell Aquilla** stated, the Board of Directors is run by the President (i.e.: Admiral) and then there is the Executive Director-**S. Koperweis** (Captain of the Ship). We are going to do this as a team of Board of Directors. There will be no brainstorming during meetings. **G. Dell Aquilla** will take a look at the last two years and determine if we need to take a new course, and if so, we will all do it together.

**G. Dell Aquilla** informed the Board that he is looking into a new communications platform that will integrate with everything we are currently working with. Once he is ready to implement, all

will have a tutorial. The idea is to have a more efficient way of communicating ideas and sharing information without the back and forth of emails.

City Council Legislation-HBA Assessment: City Council voted 8-1 opposing **M. Russo's** ordinance to suspend the second half of the HBA Assessment. HBA is all good for the second half of funding.

**S. Koperweis** mentioned what was discussed on the Executive Committee to offer a 60-90 moratorium for the assessment that is due in August, as well as allow HBA to amend Budget if needed. This is just an offer to the City Council. We should revisit this in June or July.

Sidewalk Café and Street Closures. Legislation that was approved expanding the Sidewalk Café's which was approved at the first meeting. **S. Koperweis** mentioned there is also another ordinance to close streets. There has been some talk about closing Jefferson St from 1<sup>st</sup>-11<sup>th</sup> just to practice getting out of the house. This is an effort to allow restaurants to practice social distance guidelines as well as retailers.

Hoboken Relief Fund: **D. Garban**-HRF launched its website today. They also came up with guidelines for applications and agreed to a split for funds going to Individuals at 30% and Businesses at 70%. They would like for us to put a link on our website to accept donations for businesses only. Link to be sent to **Micki-BS**. Hoboken Rotary Club was going to be the fiscal agent, however their 501c3 has been revoked. As a result, HRF is asking HBA again if we would consider taking that on. They would need us to accept deposits into our bank and then cut checks to businesses upon approval by HRF. Some made suggestions for others that may be able to assist with this such as YMCA, Elks, Hudson Give (**G. Dell Aquilla** can put them in contact with his contact person there). After much conversation on this topic, **C. Mazzola** asked if we could table this conversation. **D. Garban** will go back to HRF and tell them we are not comfortable at the moment; we can have a special meeting if we need to.

Mayors Meeting/Fees: **S. Koperweis**, **E. Flinn** and others recently had a meeting with the Mayor regarding fees. There was some conversation in this meeting regarding some owners paying liquor license fees because they are open. Should they be not charging fees to everyone or just to those that remain open? Still in the process of discussing with business owners.

## Treasurers Report

**D. Fini** has reviewed all reports and accepted.

**S. Koperweis** has informed Board that the City still owes HBA \$ 178k and there will be a voucher in for us and it will be on the next Council Agenda.

**January 2020**- Ending Balance \$ 1.00

**February 2020**-Ending Balance \$ 154,879.44

**March 2020**- Ending Balance \$ 427, 554.22

All Reports in Google Drive.

**MOTION: to accept January, February, and March 2020 Reports: D. Fini, Second by C. Swift Approved.**

## **Marketing**

**C. Mazzola** turned over to **M. Pagano** at Branding Shorts. **M. Pagano** went over the Branding Development Update (*can be found on Google Drive*). She went over a few options for logo and slogan ideas. She informed the board that this has been discussed at length on the Marketing Committee level and after taking all comments into consideration, we have narrowed the options down to 3 for the logo and 5 options for the slogan.

**Logo-Phase 1:** She explained what makes a significant logo. It's simple, it's clean, very graphic and iconic/symbolic. All have meaning. From color to design, the look and each one has a voice.

### **See Google Drive for Logo Designs that were discussed from 1-3**

There was much conversation that was had on each logo. All were asked to pick their favorite one.

**E. Espasa:** Her favorite is #1- this really stood out to her.

**C. Swift:** She loves # 1 but asks that we brighten up the deep purple

**D. Fini:** Voted for # 3.

**H. Ahmed:** Abstains- he is not in love with them and doesn't see anything but shapes. However, if he had to pick he would go with # 1 but the H must be tweaked

**T. Fisher:** Not in love but if she had to pick she would go with #6

Her thoughts on # 3- When you think about an iconic logo it's easy to see and recognizable; nice, tight, symmetrical. This one to her is not confusing.

Her thoughts on # 1- It is Big and Bright blue, the H is more of a distraction, it's too busy, too many colors and too many spaces.

**J. Gonzalez:** agrees with **T. Fisher** and thinks the H is more like a Hospital font. She would like to see the same font in the logo that is used on our website.

**M. Lukin:** # 3 the most, it reminds her of a chain link and gives her the idea that it is "linking everyone together". - She is not a fan of #1, thinks there are too many colors. She really wouldn't mind if the logo had no color at all-she like black.

**C. Mazzola:** # 1 and would like to see it tweaked a little

**G. Dell Aquilla:** # 3

**D. Garban:** #1 with # 3 as a close 2<sup>nd</sup>

**M. Pagano** will go back with everyone responses and tweak and explore different ways of making more iconic and then dive deep once we have a decision.

**Slogan-Phase 2:** Short, Simple and memorable. Focused and unique to the brand. Emotionally connects. Less is more. We have a little more time on this. It will be the start of a campaign.

See Google Drive for Slogans and descriptions.

Our current slogan is “Here for Hoboken”- It’s a rally cry- more of a hashtag and social movement. We will continue to use as we move ahead as a campaign.

- # 1 **Mile Square to Love**
- # 2 **Smile your in the Mile Square**
- # 3 **Here in Hoboken**
- # 4 **Little City Big Heart or Small City Big Charm**
- # 5 **Hoboken has Heart**
- # 6 **Hoboken has It (added during board meeting)**

**D. Fini** asked what happened to “Hoboken has it” that we discussed on the Committee level?

**M. Pagano** removed it because they felt it could be controversial. However, she could add back in if we all would like. Added (see above)

All were asked to pick their favorite one.

**C. Swift # 3 but not sold on it- it’s the best of the 5**

**D. Fini** really would like to see Hoboken Has it back in or she will not pick any of them

**H. Ahmed** he would pick Hoboken has Heart, but he is struggling with the heart because others have touched upon it. # 3

**T. Fisher** struggles with heart and smile because it feels too cutesy. Is ok with # 3 because it doesn’t use the word smile or heart. After discussing she likes # 6

**J. Gonzalez** agrees with **T. Fisher** likes the Little City Big Something but does not know what it is. She would pick # 4 but not with the word heart. Shares the concern about Hoboken has it. She thinks it is great if we can re-brand it.

**M. Lukin** same as T. Fisher with the heart and smile. She is leaning towards # 1. She likes that it does not have love in it, but the love can be used as love in a script.

**E. Espasa** none really grab her. She envisions something short and sweet. If she had to she would pick # 3

**C. Mazzola # 6-** We need to think long term. How could this lend itself to a campaign? Not think about it negatively. He likes the concept of love and heart and smile, but we are a business improvement district and doesn’t want to be too cute. He see’s Hoboken Has It as “IT” could be restaurants, shops, history, art, etc. its interchangeable. He sees it really working. \_\_\_\_

**D. Garban # 3** she likes the literation and the punctuation. Hoboken has it sounds derivative to her although she is not worried about what people think.

**G. Dell Aquilla # 3**

After a lot of conversation on the slogans and logos. It was narrowed down to eliminating # 2 on logo and eliminating # 1, #4, and #2

We are down to # 3 and # 6 for the slogans. **C. Mazzola** asked that **M. Pagano** help us with their imagination on how these can develop into a campaign in the future.

**G. Dell Aquilla** says we need to have more meetings on Committee Levels, and all are invited to join so we do not discuss in full detail at Board Meetings.

## **Visual/Capital**

**H. Ahmed**- no new updates since last week, we are going to sort out directives.

Trees: **S. Koperweis** informed the Board the Visual Committee has recommended Paul Cowie to do the tree work (quote can be found on google drive).

**MOTION: to accept Paul Cowie's Proposal (\$6,860) for Tree work: H. Ahmed, Second by C. Swift. Approved.**

Plantings/Flowers: **S. Koperweis** informed the Board that the Visual Committee decided planters on sidewalks should be placed on hold until we have better guidelines. VC recommends proceeding with the hanging baskets with clamps. They will need a 6-week lead time. We currently have a proposal from Native Fields and Hufnagel. Committee recommends we proceed with Hufnagel (\$46k+watering) Conversation was had on the cost of watering. The estimate is currently \$2k per week on watering. Some thought we should ask for a cut in price for watering since we are not doing the ground planters. H. Ahmed feels we should leave it as is and instead ask if they would replace the plants as needed instead. After some conversation on this is was decided we can move ahead with he purchase of plants and deal with negotiations later.

**MOTION: to accept Hufnagel Proposal for Plantings/Flowers: H. Ahmed, Second by G. Dell Aquilla Approved.**

Streetscape/Sidewalks: **S. Koperweis** has shared the proposal we have from Arterial Design (can be viewed on Google Drive). Visual Committee (VC) along with **J. Gonzalez** have recommended that we proceed with Arterial Design to create a uniformed streetscape design for Washington Street. Conversation was had on this topic and it was decided to move forward with the recommendation of the VC.

**MOTION: to accept proposal from Arterial Design for streetscape: D. Fini, Second by E. Espasa Approved.**

Utility Boxes/Shrink wrap: **S. Koperweis**- RFP is out. On hold- to be addressed next month.

## **Old Business**

501C3 Update: **S. Koperweis**- Status is complete- we are officially a 501C3.

## **New Business**

Nomination Committee: **G. Dell Aquilla** is proposing to make the Executive Board the Nomination Committee.

We are down Board Members, please offer your suggestions of new board members. If you have anyone you would like to recommend, please to **G. Dell Aquilla** in form of Bio/Resume. The nominating committee will present to the full Board.

**MOTION: to accept the Executive Board to also serve as the Nominating Committee: T. Fisher, Second by D. Fini, Abstained D. Garban**

Communications Platform: **G. Dell Aquilla** spoke about this during his Presidents Report. He will be calling Board Members individually as the new President and will discuss this new platform.

**T. Fisher** asked if anyone knows of any large commercial space that may be for Lease. Board of Education looking space. She will find out how much square footage they are looking for and get more information. She will have Dr. Johnson call.

**G. Dell Aquilla** has been thinking that the HBA should have or should still donate to the pantry or Flag? He feels this will be a good look for us as a new organization. We are not gaining enough traction on Social Media.

**S. Koperweis** reminded everyone that there are ways for us to assist the business and increase presence by doing things such as buying gift cards and other retail programs that we can investigate further.

**M. Lukin** suggested we look at the current IG promotion that Hoboken Girl Posted re: gift card giveaways. She will forward email re: her promo to **G. Dell Aquilla**

After a brief conversation it was agreed we give away \$ 1,000 in gift cards to Flag and the recipients/winners can choose wherever they want the gift cards from in Hoboken. HBA will purchase them and mail out.

**MOTION: to donate \$ 1,000 in gift cards thru Flag D. Fini, Second by G. Dell Aquilla**

**H. Ahmed** mentioned that he has heard numerous complaints on the homeless issue. Maybe we should think about giving money to and organization that helps people with drug/alcohol/mental issues. **T. Fisher** mentioned Hoboken has a Homeless Task Force who has not done much recently and suggested someone from HBA joins that force. She will assist with that process of getting HBA on that. **H. Ahmed** believes we should have more discussion with City Council and Police Chief re: this issue.

**MOTION: to close meeting—E. Espasa, Second by: D. Fini -- Adjourned: 6:30pm**

**Next Meeting June 2, 2020**