

**Rescheduled Board Meeting Minutes
Hoboken Business Alliance, Inc.
June 2, 2020
Zoom - 4:30pm**

Present: Hany Ahmed, Greg DellAquila, Edyta Espasa, Dian Fini, Councilwoman Tiffanie Fisher, Meghan Lukin, Chris Mazzola, Carol Swift

Absent: Donna Garban, Jennifer Gonzalez

Also Present: Natalie Chape', Stuart Koperweis

Call to order/Roll Call Announcements- 4:36pm

Adoption of May 8, 2020 Minutes: D. Fini, Second by –E. Espasa Approved.

Presidents Report

G. Dell Aquila spoke to all Board Members individually should them the outline, budget, priorities. It was a good refresher for everyone. He feels good about it and thinks we have accomplished a great deal of we set out to accomplish. We have a lot to do in the next month to make sure we do what we have to do for the second half of the year. He also reminded everyone that all questions should be directed to **S. Koperweis** and he will be happy to answer and field them. Unless of course this is something that needs to be voted on, it should not be brought up in a board meeting.

Board Procedures: Budget- Broad buckets that are approved per line item. Committees work on items in buckets, review contracts and make recommendations for each item to the Board. Then the Board Meeting is to review the recommendations of committee reports and we have a high-level conversation and then vote yes or no.

Budget Review: Urges everyone to review the budget, mark it up, red line it, etc. and continue to have conversations on it so we can get everything up for a vote by September 1st

Membership Nominations: **A. Luis** stated he was sorry to resign. Nominating Committee agreed he should be welcomed back and they recommend bringing him back on the board.

MOTION to accept A. Luis back on to the HBA Board: D. Fini, Second by- T. Fisher Approved.

Other potential board member is **Dave Jacey**. He is a property owner and business owner for 25 years on lower Washington St. as well as other properties. His resume has been sent for everyone to view. **G. Dell Aquila** stated Dave would be committed to the HBA Board. There was positive discussion on his nomination.

MOTION to accept Dave Jacey as a new HBA Board Member: C. Swift, Second- D. Fini Approved.

T. Fisher has someone she would like to recommend- **Joe Castello** (owner of Antique Bakery) she has reached out to him and asked him to forward his bio/resume to the nominating committee.

T. Fisher informed the board that Federal Realty just bought the Le Conti portfolio and she feels it would be a good idea to reach out to them and ask they be on the Board as well. **C. Mazzola** has a relationship with them, and he will reach out.

Anyone who has potential nominees please forward bio/resume to **G. Dell Aquila**. They do not necessarily have to serve on Board, they can also just be members of committees.

Communication Platform: **G. Dell Aquila** has contracted vendor to set up and roll out. He has been assured that it will be next week. It is Microsoft Teams. We will each get HBA email addresses. We will all have a tutorial and webinar. More to come.

Assessment: **S. Koperweis**- this issue has to deal with parking lots that are next to residential homes as well as cell towers; and having to remove some due to technical errors of coding. We are working with City officials to get them removed; and also checking on legalities of doing this without re-doing the Schedule A. Eventually we will be re-doing Schedule A later in year for 2021 because we are adding and removing properties. **Will follow up with City regarding balance of funds due HBA.**

Relief Fund Update- **S. Koperweis**-they put him in touch with one rep that is looking to donate and he has sent the information over. PayPal is in process and should be up and running. We will send out updates as they come in.

Auditor: **S. Koperweis**- we do not have enough information on this yet, on hold until next meeting.

Auditor for Relief Fund: **S. Koperweis**- will follow up with Grant.

Treasurers Report

D. Fini has reviewed all reports and accepted.

April 2020 Current Balance: \$ 399,237.00. All Reports in Google Drive.

MOTION: to accept Treasures Report for April 2020- D. Fini, Second by: C. Swift. Approved.

Marketing

Citiesense: **S. Koperweis**- Citisense has the questionnaire uploaded to Stevens Institute. They are working on and are in the process of combining all lists; also having them work on following up with their students on email addresses that are missing.

Logo: Nothing new to report

ToGoBoken: Committee had a call with BS today and went thru what the roll out of campaign will be. It will start with restaurants and venues involved in Baseball theme to support Mile Square Theater 7th inning stretch in first week. We requested a full three month look ahead. Each week it will be different venues participating in this. Once we have all this together with BS, it will be presented to the Board so everyone will have opportunity to comment on it.

S. Koperweis-Noted that the Committee had a meeting and Committee recommended these items be set up:

ToGoBoken Campaign (previously approved last week for \$16k-\$20k)

Virtual Mall (business directory & videos) Putting together videos with businesses themselves and pushing people to purchase products online. This is only for 3 months. **C. Swift** would like to see it last more than just 3 months. **S. Koperweis** noted, we are hopeful to get 10 businesses and it will be 1st come 1st serve. Some concerns about there being only 10 slots available. **C. Swift** does not think 10 businesses would be interesting at all and all businesses should be included. **T. Fisher** assuming we are not using any businesses that are not Board member owned businesses. **G. Dellaquila** stated they are also stakeholders. We should move this to the Marketing Committee and make sure everyone that has ideas is a part of the implementation steps. Everyone is welcome to attend Committee Meetings.

G. Dellaquila reminded everyone that all we are doing tonight is deciding to vote yes or no on Campaigns. Any implementation is left to the Marketing Committee. The proposal was sent out in the middle of May for everyone to see it prior to this meeting. **C. Mazzola** reminded everyone that this is not the first time this has been introduced and it has been discussed before. **Actual cost of this campaign is \$ 14-18k.**

Here for Hoboken Extension - There was a lot of discussion on the details of the Extension. **(Cost between \$9k and \$10k)**

**MOTION: to confirm ToGoBoken campaign and move forward with Virtual Mall & Here For Hoboken Campaign Extension– C. Mazzola, Second by: G. Dellaquila
Abstained: T. Fisher, C. Swift, D. Fini. Approved.**

Street Closures/Streeteries **S. Koperweis**- We have discussed with Ryan, Jennifer and other members. Committee recommends we put together 20 of the streeteries and fund them through the purchasing of actual materials. Total cost is approx. \$20k: this includes turf, billboard barricades (w/ HBA logo), no parking signs. Applications are on the website. One parking space per eatery. They will be taken down nightly, and the City did say they would work with us on the logistics.

The goal is for the restaurants to combine them but this is just a test right now. In order to do this, we must order product. The first day we are looking at is June 18th. **E. Espasa** thinks this is a great idea to help businesses. **M. Lukin** feels these things are essential to the restaurants. This is a great opportunity for the HBA to assist the businesses. **G. Dellaquila** asks that all of us have trust in our fellow board members and committee members that we are going to be cost conscience. This is a Pilot and it is a no-brainer for him.

There are also parklets which is a permanent structure in a parking space which would stay up for a couple months.

The next item associated with this is Street Closure or Open streets. This entails shutting down the street to allow for retail and restaurant expansion of foot print for physical distancing. There are a variety of costs to achieve this. Working with City to coordinate all costs; best case estimate at this time is about \$2,000 per street, with anticipation of doing this ten times.

MOTION: to move forward with purchasing the materials for streeteries (\$ 20,100 for Equipment) w/ HBA Branding; and Street Closure for \$2,000) - E. Espasa, Second by: D. Fini – C. Swift, No. Approved.

In order to coordinate the Street Closure, we have a proposal from a firm called “This is It Productions”. The proposal was shared on the screen and can be found on the Google Drive. **S. Koperweis** shared with the Board that the Total cost for 10 weeks is \$ 20,200. The first event cost would be \$3,000 for startup (the \$3000 one day fee will be applied towards the series).

MOTION: to move forward with This is It Productions- D. Fini, Second by: G. Dellaquila. Approved.

Visual/Capital

S. Koperweis- The replacement of tree pits, guards and some trees will happen between June-October. **G. Dellaquila** would like to get Cowie’s report back in June so we can move forward with this quickly. We may need to have an emergency Board Meeting to vote on trees.

S. Koperweis- Flowers were supposed to be done this week but it has been moved to next Monday.

C. Swift- Working with designer on utility boxes.

S. Koperweis- We are hoping to have a supplemental cleaning Company by September. **D. Fini** asked if she can be part of the details on the cleaning.

Old Business

New Business

G. Dellaquila read the letter re: The Protest that is planned in Hoboken for Friday. Letter came from Police Chief and Mayor. **G. Dellaquila** mentioned some owners were concerned and asked if they should board up their stores. He stated the HBA can not tell them to board up or not. A conversation was had on this topic and HBA supports a peaceful protest and is hopeful that it remains peaceful throughout.

MOTION: to close meeting–E. Espasa, Second by: T. Fisher

Adjourned: 5:52pm

Next Meeting July 7, 2020