

**Board Meeting Minutes**  
**Hoboken Business Alliance, Inc.**  
**July 13, 2021**  
**In Person/Video Conference-4:30pm**

**Present:** Hany Ahmed, Edyta Espasa (Teams), Tiffanie Fisher, Jennifer Gonzalez, Chris Mazzola, John Nastasi, Pratik Patel (Teams), James Runkle, Mark Stehli

**Absent:** Gregory Dell Aquila, Jenny Davis, Meghan Lukin, Dave Jacey, S. Koperweis

**Also Present:** Natalie Chape'

**Call to order/Roll Call Announcements- 4:45pm**

**Adoption of June 2021 Minutes: H. Ahmed, Second by H. Ahmed Approved**

**Presidents Report**

**Executive Director Search: E. Espasa:** ED Search Committee has a call tomorrow with Waverly. They will go over which candidates they have available to introduce to the committee for potential interviews.

**Treasurers Report**

**P. Patel** reported that he has reviewed and accepted June Financials with an ending balance of \$ 627,079k and a bank balance of \$ 693,945k .Sharon Curan from the tax office is working on getting an updated AR report to be included on next month report.

**MOTION to approve June Financials: M. Shehli, Second by: J. Runkle – Approved.**

**Committee Reports**

**Marketing**

**Qualls Benson: J. Runkle-**Social Media- We are continuing to see growth with about 7k social media followers. Strategic Research is being wrapped up. They have met with most board members at this point and will be presenting to us within the next couple weeks. They are coming up with a really robust strategy with advertising media, sponsorships, etc.

**Summer Program: J. Runkle-** Updated on our Summer Social sponsorship. Every Thursday we get social posts, boosted ads, newsletter, and website feature. We normally get about 60-70 new followers per month, because of this event we have gotten 104 followers every two weeks. We have had about 1,600 people come to our website from this as well.

**Art Walk- J. Runkle-**There is an option for an art walk where local artists would be featured in the businesses. HBA would not have to do anything for this, it will be completely handled by Main St Pops. No action needed on this yet, however it is in Teams for everyone to look at as this will be coming up for vote in the near future after we have discussed with QB and Committee.

Mile Square Theater Event: **J. Runkle**-This will take place mid-September-October (9/16-10/2) Waterfront plays with the last weekend at The Plaza 770 Jackson. We are working closely with MST along with QB and Parking Committee to ensure that we are focusing on attracting people to come to Hoboken for this event as well as eat, shop, park, etc. The intention is to make a big splash out of this. Quick ask for the group is to think about who may be a potential sponsor for this event to offset the HBA sponsorship cost. Thinking about beverage sponsorships, Tesla, BMW, etc. Board members suggested Starbucks sponsor, Volvo, Inserra. There will be signage, billboards, banners, etc. This event is fast approaching and we need to get everything in order by mid-August. We are also looking into hiring Deanna from This is It Production to manage the retail program, such as a Theater menu for this event. *It was also suggested we work with CDS on this to have them there for clean-up during and after the event.* **J. Gonzalez** also said to please let her know what we need from the City as far as police, barricades, etc. We need to have a planning meeting with Police next month. There was a lot of discussion on this event...More to come on that after meeting with Deanna and QB next week. The logistics on this event have to be carefully ironed out still.

**J. Runkle**- note to the board: we are starting to look for a PR company. We do not have a formal RFP yet but if anyone knows of anyone please let **J. Runkle** know.

Summer Streets: **N. Chape'** read the email to the board that Deanna had sent earlier that day re: the participation thus far on Summer Streets. Her report basically stated that the 4 restaurants that have agreed to participate have not been setting up outside for reasons such as lack of staff, bad weather, etc. **J. Gonzalez** also mentioned that she has not seen too much advertising on Summer Streets this year at all. **J. Runkle** has mentioned that to QB. The board discussed possible cancelling Summer Streets for the remainder of the summer and picking it back up in the Fall. After some conversation on this, it was suggested we wait to make this decision when we can discuss this with Greg.

### Visual/Capital

Banners: **E. Espasa** – We have a proposal for Printed Graphics for an additional 80 banners/brackets to be placed throughout the City in specific poles that **J. Gonzalez** has provided. *We also discussed coming up with a “Banner Policy” and cost of banner maintenance. When we set up a meeting to discuss this we should invite Ryan as well.* **E. Espasa** would like to see banners posted on our Social. **J. Runkle** will let QB know.

**MOTION to approve proposal for additional 80 banners and brackets not to exceed \$16k:**  
**T. Fisher Second by: E. Espasa – Approved**

Planters: **E. Espasa**- 48 of them have been installed. There are 17 that are still stuck in China.

Hanging Flowers: **H. Ahmed**- talked about having bigger baskets installed. Also the flowers should be blooming over the baskets. **N. Chape'** will discuss this with Hufnagel. **E. Espasa** would like to set up a call with her to discuss our options. N. Chape' is having a meeting with Lou on Tuesday re: fall plantings. Also **N. Chape'** will contact Yellow Wagon as suggested by **T. Fisher** and **J. Gonzalez**.

Mums- **T. Fisher** suggested we have something like a Mum festival. **E. Espasa** also would like to see seasonal decorations on the strip across from where we put the Christmas Tree on 11th. The Visual Committee has recommended making a motion to approve the mum plantings in the 64 ground planters not to exceed \$ 10k. Vendor to be decided on still.

**MOTION to approve mum installation in 64 ground planter (vendor not decided on yet) not to exceed \$ 10k: T. Fisher Second by: J. Gonzalez – Approved**

*There was also conversation on getting plaques made for ground planters and trees so that it is clear that they were sponsored by the HBA. N. Chape' will look into.*

Bistro Lighting: **J. Gonzalez-** due to some persuasion by the HBA and the Mayor's office, PSE&G has agreed to do a sample pilot block. She met with them last week and they have agreed that the best block would be 10<sup>th</sup>-11<sup>th</sup> to start with. They were comfortable with the proposal from Sponzelli Electric as long as they meet the PSE&G requirements. Sponzelli's proposal is between \$13k- \$ 15k for a block pilot just for the installation. We do not have a price from PSEG yet. **J. Gonzalez** would like to propose that the board approve a block pilot with Sponzelli as long as all requirements are met and all key players approve. The goal is to make this very impactful and professionally done. **T. Fisher** would like to have the pilot done soon so we can possibly have all lights up by November 1<sup>st</sup>. **J. Gonzalez** will work it all out and try to get them to get it done as soon as possible.

**H. Ahmed** would like to get a price on amber lights along Pier A/waterfront on trees like the ones on Tavern on the Green. **J. Gonzalez** suggested getting Sponzelli out there for a site visit.

**MOTION to approve proposal not to exceed \$15k for a pilot block with Sponzelli Electric for the installation: H. Ahmed Second by: C. Mazzola – Approved**

Dog Waste Stations: Additional bags needed. The bags are environmentally friendly but not biodegradable. We would have to switch vendors if we want to have those and they may not fit in the stations. The price for 50 cases is \$ 2,285.27

**MOTION to approve proposal for additional 50 cases of dog waste bags in the amount of \$ 2,285.27: T. Fisher Second by: E. Espasa – Approved**

CDS Power Washing: **N. Chape'** power washing was done under contract 1<sup>st</sup>-4<sup>th</sup>. Pictures on Teams. **N. Chape'** will follow up with Jerry on more power washing under contract as well as getting a price for businesses that wish to get additional power washing.

Branded Canopies: We need to set ups of tents, table covers and blade flags ordered and branded. **N. Chape'** is shopping for best price and quality. Committee recommends making motion to approve so we can move on it once the vendor has been decided on.

**MOTION not to exceed \$5k for branded canopy, table cover and blade flags (2 sets): H. Ahmed Second by: J. Runkle– Approved**

Holiday Decorating Committee is scheduled for next week. If anyone would like to join please let **N. Chape'** know. We would like for board to give their ideas. **T. Fisher** would like to reach out to a couple of businesses owners that may be interested in joining committee.

Tulips- Waiting on a few proposals on a couple of vendors. Will discuss this more when we have proposals.

## **Parking**

**M. Stehli** reported the committee is focusing our efforts the next couple weeks on the MST event. Committee is including Ryan Sharp in our meetings as well. We are hoping to have a

slogan that we can use that will demonstrate that parking is easy and available. Currently we are working with a company called Eco Leap (proposal in Teams). They are a signage company that designs unique and more fun signs to encourage people to “walk the City”. We are adding a little twist to that concept and approached them with the idea of signage for parking throughout the City. Committee would like to put forth the recommendation to accept their proposal, contingent on all approvals going through the right channels in the City. The Committee will be setting up a walk thru with Ryan Shape, Olga Garcia, and the Eco Leap Team in the next couple of weeks to discuss next steps.

**MOTION to approve the proposal from Eco Leap not to exceed \$11k  
M. Stehli Second by: T. Fisher– Approved**

### **Art Murals**

**C. Mazzola-** has gone around town and documented multiple potential locations for art murals. He went over some of them with the board. His notes have been sent to QB who is working to find muralists we can meet with. The list will also be placed in Teams for everyone to review. The first step in this coming up with an art mural policy/ordinance. The next step would be finding out who the owners of the buildings are and getting permission.

### **Old Business**

N/A

### **New Business**

**T. Fisher-** Hoboken Fire wants us to send out their information on their upcoming BBQ in August. **T. Fisher** will forward to **J. Runkle** so he can send email blast.

**Motion to adjourn H. Ahmed, Second by C. Mazzola: 6:38 pm – Approved.**

**Next Board Meeting August 3, 2021**