

Board Meeting Minutes
Hoboken Business Alliance, Inc.
July 21, 2020
Teams - 4:30pm

Present: Hany Ahmed, Edyta Espasa, Councilwoman Tiffanie Fisher, Donna Garban, Jennifer Gonzalez, Dave Jacey, Meghan Lukin, Chris Mazzola, Carol Swift

Absent: Greg DellAquila, Armando Luis, Dian Fini,

Also Present: Natalie Chape', Stuart Koperweis

Call to order/Roll Call Announcements- 4:35pm

Adoption of July 7, 2020 Minutes: H. Ahmed, Second by, C. Swift –Approved.

Presidents Report

Board Membership-Procedures: **D. Garban** put forth Tats Mori Ryan as a potential HBA Board Member. **C. Mazzola** put forth James Runkle. Both spoke about what each would bring to the table. After some conversation, all agreed that based on their Bios and their experience, they would be great assets. However, **S. Koperweis** brought it to the board's attention that James Runkle is not a business (having a place other than his residence) or property owner in Hoboken and he can not serve as a Board Member: To be Confirmed. He is, however, able to serve on committees and attend board meetings. He will speak to **G. Dell Aquila** about this tomorrow. His nomination will be tabled until we verify his criteria.

All agreed we are in need of more corporate players on our board as well as some diversity.

MOTION to accept Tats Mori Ryan as a new member of the HBA Board: C. Swift, Second by- D. Garban Approved.

There was some conversation about **D. Fini's** email with her resignation. **C. Swift** mentioned she spoke to her and **D. Fini** really didn't mean to resign, she just needs a little break as she is going through a lot of personal issues with her properties at this time. **S. Koperweis** informed the Board that she can take time off but she cannot miss more than 3 consecutive board meetings. He suggested we do not accept her resignation at this time and allow her the opportunity to speak with **G. Dell Aquila**.

CDS Cleaning Agreement: Board voted on accepting the agreement via Email. S. Koperweis asked that we confirm the vote at this meeting.

MOTION to confirm E-Vote for CDS Contract- H. Ahmed, Second by- J. Gonzalez Approved.

Communications Platform-Teams: **S. Koperweis**- Stevens's students are working with us to set up training sessions. They will be sending out a google poll to train everyone on whatever they need. Additionally, all members of the Board will be added to all Teams/Channels.

Budget-YTD vs. Committed Budget: This is being set up. **S. Koperweis** and **N. Chape'** are working with QB to align everything so QB chart of accounts matches our Budget.

Auditors: No update – waiting for second quote.

High School Interns: **S. Koperweis** reported students are working and shall give him a report of their findings. They have been gathering data such as email addresses, store closures, etc. Should have a list this week.

Relief Fund Update: D. Garban has reported funds will begin to be distributed next week. Grant agreement has been sent out. They are checking the documents and hoping that in six weeks all is distributed and they can close the fund. Emails are going out to everyone who applied whether they got the grant or not.

Marketing

Summer Streets: **S. Koperweis**- First one is this Thursday from 5pm-11pm on Washington Street from 1st-5th. **G. Dellaquila** has requested all board members attend, wearing their masks and shirts. Next one is on the 26th, Sunday from 11am-8pm.

Branding Shorts Update: **S. Koperweis** noted that we had a meeting with them last week, and one of the things we worked on was the GOBOKEN campaign. Branding Shorts will be putting together a new set of information for us regarding a new plan for the balance of the year.

Citisense Update: **S. Koperweis** stated the Star has been working with Stevens to gather data and update list biweekly. He has also been working with Branding Shorts to ensure the list is user friendly and to set up a web site launch.

Retail Promotions: 40% off Gift Card Program- **S. Koperweis** shared the screen with the details on the program that has been presented and discussed in the past. **My Town Marketing's** cost for the program is \$9,500.00. There was discussion and review/input from members.

MOTION: to accept the \$ 9,500 Gift Card Program with My Town Marketing- M. Lukin, Second by: H. Ahmed. Approved.

Visual/Capital

Trees: **J. Gonzalez**- Tree work was supposed to start Thursday or Friday but was moved to Monday of next week. Should be done in 2 weeks. Letters have been sent to all of those who potentially have tree removal. These recommendations were made by our arborist. **J. Gonzalez** also mentioned there should probably be a press release on this; and if the board agrees she will discuss with Branding Shorts. CDS will maintain tree pits once cleaned and mulched.

StrEATERIES: - **J. Gonzalez** has sent a list of all the locations of both StrEATERIES and Parkettes. There has been good positive feedback across the board. There was an idea to have a

contest on Parkelettes and StrEATERIES. After some conversation on this, it was agreed that we must include Branding Shorts and **S. Koperweis** will find out what the costs are for this.

Streetscape: **J. Gonzalez**- there was a presentation with Arterial on Monday. There is also a presentation scheduled for the stakeholders on Thursday. **T. Fisher** had some questions and concerns and would like to have a meeting with Arterial tomorrow morning if possible to review the presentation that will be presented to the stakeholders. **J. Gonzalez** will reach out to them and let everyone know via email if they are able to present tomorrow am.

Utility Boxes: Have been approved. **T. Fisher** spoke to **J. Gonzalez** about adding an extra box that is located on the main intersection on the North West Corner. Hopefully the Board is ok with one extra box being added to the scope. **J. Gonzalez** will confirm ownership and report back.

Holiday Lights: Some members of the VC met last week and spoke about what more we can do on Washington St. **S. Koperweis** and **J. Gonzalez** are trying to get two companies to come out to go over what is possible and not. Once this is done then we can review with VC options. **M. Lukin** is requesting a VC meeting next week. She will coordinate and get back to **N. Chape** to send out invite to all.

Old Business

N/A

New Business

N/A

MOTION: to close meeting–C. Swift, Second by: D. Garban

Adjourned: 6:15pm

Next Meeting August 4, 2020