

Rescheduled Board Meeting Minutes
Hoboken Business Alliance, Inc.
July 7, 2020
Teams - 4:30pm

Present: Hany Ahmed, Greg DellAquila, Edyta Espasa, Dian Fini, Councilwoman Tiffanie Fisher, Donna Garban, Jennifer Gonzalez, Dave Jacey, Armando Luis, Chris Mazzola, Carol Swift

Absent: Meghan Lukin

Also Present: Natalie Chape', Stuart Koperweis

Call to order/Roll Call Announcements – 4:30pm

Adoption of June 2, 2020 Minutes: D. Fini, Second by – D. Garban –Approved.

Presidents Report

Budget Review: **G. DellAquila** reviewed confirmation of 6.28.20 E-Vote for \$24,273.00, as outlined in the 6.26.20 report by EDS, LLC. - Confirmed.

Communications Platform: **G. DellAquila** noted that all meetings and calendar invites are now going to be set up through TEAMS; and that we should all begin to use this platform for all communications, including your own email address.

Auditor: **S. Koperweis** noted that we are waiting on other quote – Hold. **Will follow up.**

Relief Fund Update: **D. Garban** reviewed the current state of affairs; noting there is \$350k in their fund account (They did not need our account as their 501C3 was approved) with \$50k pledged. They have 69 individual applications and 90 business applications. They are reviewing.

High School Interns: **G. Dell Aquila** informed the board that they decided to hire High School interns to help us do some “boots on the ground” work. We will be paying them minimum wage via gift cards (not to exceed \$1k) in Hoboken. **S. Koperweis** has been working with the head of Student Center and has suggested/agreed to have students be paid via gift cards.

MOTION to pay the High School Interns in gift cards not to exceed \$1k: D. Fini, Second by- E. Espasa Approved.

Board Membership:

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

Treasurers Report

D. Fini has reviewed all reports and accepted.

May & June 2020 Ending Balance as of June 2020 is \$ 331,698.51. Reports in Teams.

There was conversation on the reports themselves and it being summarized differently. G. Dell Aquila, T. Fisher and D. Fini will come up with something and they will present to S. Koperweis who will advise **N. Chape**' what they want exactly, and she will attempt to come up with a template.

MOTION: to accept Treasures Report for May & June 2020- D. Fini, Second by: G. Dell Aquila. Approved.

Marketing

Summer Streets: **S. Koperweis**- we had 15 participating businesses. There were about 1200-1500 people who walked through during the day. The new fitness club that opened that week reported they collected \$4000 in new memberships during the event. They are very pleased. We are looking to do this several more times. No actual dates have been set yet; but the goal is to have them throughout July and August. The cost for each roughly be between \$3,500-\$5,000 each day. Instead of requesting \$100k as noted in agenda, we are looking to request \$40k and then set aside the balance of the funds for the near future. Looking for Thursday or Saturday.

There was discussion on this topic. In terms of logistics. Location, dates, parking, etc. The cost is less if it is on a Thursday Night as opposed to a Sunday. **S. Koperweis** noted that if we do one to two streets in one area that would cost approx.\$2k. If we do 7 streets together in one day, it would be more bang for the buck.

MOTION: to allocate \$ 40k for Summer Streets Program and Marketing Committee making spending decisions as needed - D. Fini, Second by: G. Dell Aquila. Approved.

T. Fisher made everyone aware that there is a Merchant Validation program in Hoboken. This may help businesses if we (HBA) wish to purchase this for the consumers during Summer Streets specifically. **S. Koperweis** to follow up with Parking.

Branding Shorts Update: **G. Dell Aquila** has informed the board that we have asked BS to send us a review of work completed and an updated scope of work. We will hold off review of such for Marketing Committee: meeting set for July 9th at 9am; all are invited.

Citiesense Update: **S. Koperweis** informed the Board they have completed their mapping program and we are looking to launch in a week or two. We need to coordinate with our Marketing Firm and incorporate the other lists as well. The master list is being put together by Stevens. It will have email addresses as well. Stevens's survey will go out one more time as well.

Retail Promotions: **S. Koperweis** informed the board that the information on Sidewalk Sale as well as 40 % off Gift Card programs are in the files for this meeting on Teams. He explained the logistics on the 40% off program to the Board. **D. Fini** and **A. Luis** do not feel this is a good place to spend our money and stated this seemed to be a scam. **E. Espasa** disagreed and feels this is a very attractive offer and it is something we should really consider. **S. Koperweis** informed all that this is a program that is being run in different municipalities across the state and is well

accepted. After much discussion on this program it was determined that it is not something the board was open to at this time.

H. Ahmed suggested a valet program may work better. **A. Luis** feels that we should look into a subsidized parking program. **C. Mazzola** has suggested we reach out to Uber and get information. **D. Fini** has offered to reach out to Uber to see about a voucher program.

StreEATERIS: Request to add more materials for next round. **MOTION to provide \$17k in additional funds: D. Fini, Second by: T. Fisher. Approved.**

Visual/Capital

Trees: **J. Gonzalez** spoke about the Visual impact of the trees and the work that will be done. **Paul Cowie Associates** had a very detailed list of recommendations of immediate things we should do now and things we should do for the future; that aren't urgent but will help for the long-term beautification of the trees. We have 3 quotes. Almstead is the company with the lowest proposal. It was asked that **J. Gonzalez** get Paul Cowie to get quotes to do other areas.

T. Fisher asked that we get more banners and beautify the entrances to Hoboken. She does not want to see them ignored. **D. Fini** asked that we do it all the way on Observer Highway as well. **J. Gonzalez** spoke to CDS today- they can install the banners and create artwork, etc. She feels that CDS are the best company to do this, as opposed to DPW. Having a comprehensive company do all the work is transforming.

MOTION to move accept the proposal not to exceed \$50k for the trees/pits: D. Fini, Second by: H. Ahmed – Approved.

Utility Boxes: **S. Koperweis** noted that we have a proposal to source and create design for the 11 utility boxes to be shrink wrapped. There were concerns on longevity and repairs and fixes. Also concerns about the work that the Arts Council is doing. It was explained that the Arts Council program is separate from these boxes.

MOTION to accept the proposal from Windlass Creative for \$ 4,500 D. Dini, Second by: E. Espasa – Approved.

Sanitation/Cleaning Program: Commercial District Services (CDS) proposal came in after Board Meeting. **There was an e-vote was sent out on 7/8/20 to accept their proposal. APPROVED.** **S. Koperweis** noted they will be starting at the path station area first; they will provide pictures and updates.

Holiday Lights: **G. Dell Aquila**- w are at the early stages of sourcing proposals from companies that do this in other municipalities. **S. Koperweis and J. Gonzalez** to follow up.

Communications- City Hall- No Updates.

Old Business

N/A

New Business

G. Dell Aquila- noted that landlords are having a difficult time as they are losing tenants and not being able to attract new tenants. Some members noted that we should be thinking about how to attract more office tenants in the City. **H. Ahmed** thinks we should have a very open conversation with the City regarding how potential tenants are threatened by City Officials if they open without full documentation, which takes months. This has to be addressed.

T. Fisher we should get PR (News 12 involved). We need a Marketing and PR Plan in place quickly. This is what BS should be doing.

MOTION: to close meeting–H. Ahmed, Second by: E. Espasa

Adjourned: 6:27pm

Next Meeting July 21, 2020