

Board Meeting Minutes
Hoboken Business Alliance, Inc.
August 11, 2020
Rescheduled from 8/4/20
Video Conference - 4:30pm

Present: H. Ahmed, Greg Dell Aquila, Edyta Espasa, Tiffanie Fisher, Donna Garban, Jennifer Gonzalez, Dave Jacey, Meghan Lukin, Chris Mazzola, James Runkle

Also Present: Natalie Chape', Stuart Koperweis

Absent: Armando Luis, Carol Swift

Call to order/Roll Call Announcements- 4:43pm

Adoption of July 21, 2020 Minutes: M. Lukin Second by, D. Jacey–Approved

Presidents Report

Board Membership: The Board had previously approved Tats Mori-Ryan and has since sent an email that he can not accept the position at this time, he has respectfully declined.

James Runkle is currently up for nomination. **G. Dell Aquila** stated we have been looking for someone to be the forefront of the Marketing for the HBA. **C. Mazzola** has previously interviewed him, and he feels James is who we need to speak the language that Branding Shorts is trying to communicate to us.

MOTION to accept James Runkle as a new HBA Board Member: D. Garban, Second by: C. Mazzola – Approved.

MOTION to accept Dian Fini's resignation: D. Garban, Second by: G. Dell Aquila – Approved.

It was noted that we need to find a new treasurer for the Board.

Communications Platform: **G. Dell Aquila-** We all need to start using TEAMS. **N. Chape'** can help you if you are not set up or if you have any issues with Teams or email. There is a training video out and everyone should use it.

Budget: **S. Koperweis-**YTD file is in the Teams Folder. We have received \$576k. We are still owed about \$91k. We are still waiting for the second half. He has requested from the City how we may figure out where we are with the balance. **T. Fisher** will set up a call so we can review this. **S. Koperweis** has stated no one has responded to him.

Expenditures Categories Review: *Street Furniture*, looking to spend \$310k of the \$320k. *Street Cleaning* will have about \$65k left over. *Retail Market Analysis*, budgeted \$75k on hold. *Major Events/Summer Streets*, we are \$ 62k of \$100k.

T. Fisher had some questions on the allocations of the monies within the buckets and how we can move them around. **S. Koperweis** noted that we can only move 10% per category without amending budget. However, we are somewhat flexible inside the buckets to put items in each based on actual services.

Expenditure Policy: **S. Koperweis**- This is a reiteration of the policy: For example: If we say we are going to spend \$40k in Summer Streets, then every time we need to spend funds to implement we are allowed to do so without going back to board, because we have an approved line item.

Auditor: **G. Dell Aquila**- We are still looking for an auditor so if someone knows any CPA's that have familiarities with improvement districts, please send them our way

High School Interns: **S. Koperweis** state that they have reached their 10 hour limit and we are getting them their gift cards. This week they will begin again. They are also collecting data from owners and stores as well which will be put into the master database.

Relief Fund Update: **D. Garban**- No different than the last update.

Treasurers Report

There are two charges on there that we are disputing, as a result we have not reconciled yet. It seems the debit card was compromised. We have bank Statement is in Teams. Donna and Greg will follow up with the dispute form.

Committee Reports

Marketing

Summer Streets: Deanna was called during meeting to give update. Past week: Uptown, 14th St. was a Summer St. program that was closed from Bloomfield to Hudson. Four businesses participated. Madison Bar and Grill took the entire block, which was very impressive due to how large the space was. Baja thanked us and he is very happy. On the other side of Washington St. (East Side) Shakudo, just opened at the time of COVID, so have never had customers and are excited to expand outside. City Bistro expanded as well. People were out and walking physically distant. The City has slow streets from 11th-15th which enhanced the summer streets.

Downtown: around the path area, River St, Newark St, Hudson Place. The opposite feedback of uptown. This doesn't seem to be working here. It is a different type of neighborhood which relies heavily on the path and NJ Transit. They recommended to cancel the program downtown. There was conversation on the Summer Streets vs. Slow streets and traffic control. Follow up.

Branding Shorts: **J. Runkle** and **S. Koperweis** have been communicating re: Branding Shorts. **T. Fisher** asked if everyone could answer the Branding Shorts questionnaire, if everyone would respond to just a few questions that would help. Input is critical.

CitySense: **S. Koperweis** stated we have a meeting with Stevens tomorrow. We have about 600-700 emails as of now and that will be updated every two weeks or so. **T. Fisher**- noted that we have not established the ability to send out emails on our own through a mail chimp or other mass account. We need to work on this. **J. Runkle** is happy to volunteer to do this.

S. Koperweis said that Branding Shorts set it up for the HBA and they are billing us. If we want to transfer to someone on our board, we can.

Retail Promotions: 40% Gift Card Program. **S. Koperweis** noted the program will be Sept 8th – Sept 30th. We have about 60 businesses set up as of now. Kurt is also working on email blasts as well. He will be working with Citisense and Branding Shorts to promote.

D. Garban mentioned she received a call and an email from Tech United NJ-formally the NJ Technology council run by Aaron Price. They wanted to offer free 5G service to businesses mostly on Willow Street. They wanted to partner with the HBA. **G. DellAquila** and **S. Koperweis** showed an interest in it but that is where they left it. There was conversation on this topic and what the benefits would be to the HBA. After much conversation, the Board decided that this would not be something the HBA would benefit from and we should not get involved at this time. **G. Dell Aquila** will get some more information to the board.

Visual/Capital

Trees: **J. Gonzalez-** Almstead has been very busy responding to emergency work that resulted after the storm last week. They are about 60-70% done with their work. They anticipate being done on Washington St. next week. They will give us before and after photos when they are done. Paul Cowie-did provide his proposal for 1st and 14th St. **J. Gonzalez** will upload for review for the next meeting. We will also be working with him to reach out for the fall scope of work for Washington St. **T. Fisher** suggested we send a letter to stakeholders re: the trees so they can see where their money is going. We should send an email out to everyone every time we do anything, so all are aware of what the HBA is doing. Yes, **S. Koperweis** noted, that that is the role of our marketing firm; and he is working with them to do this and other updates.

M. Lukin feels that our social media should also be an information portal for the owners not just a market to the end consumer. Agreed.

H. Ahmed mentioned the dead flowers on Washington St. He would like to know if our flowers that are dried out on Washington St. are insured. **N. Chape'** spoke to **Valerie at Hufnagel** and she will get back to us.

StrEATERIES: **J. Gonzalez** As of today we have 30 StrEATERIES approved and 32 parklettes. They are very successful. The city continues to receive applications. They are working on guidelines for the winter months.

S. Koperweis- Noted that we need an additional \$30k to make sure we cover the request for additional StrEATERIES.

MOTION to purchase the additional materials as S. Koperweis discussed: J. Gonzalez Second by, G. Dell Aquila – Approved.

Streetscape: **J. Gonzalez-**Arterial is taking our stakeholder feedback and working on revised concepts.

Utility Boxes: **J. Gonzalez-** does have measurements for the boxes on Hudson St. She will update the quotes on spreadsheets. **C. Swift** is working on artwork and we will have them for the next meeting.

Sanitation/Cleaning Program: J. Gonzalez- CDS did a really nice report for us a week ago that is uploaded on Teams. If there is any feedback please send to her. In Teams there is a flyer that CDS would like to walk door to door to give out. She welcomes edits on some of that narrative. We are trying to give a summary of what the benefits are to the businesses. Needs to go out asap.

Holiday Lights: J. Gonzalez-We are scoping out what we can use for décor. We have looked into two different companies. They are both looking at the locations and giving us the realm of opportunity of what we can and cannot do. We will then bring it to the committee.

Old Business

New Business

Hardship Refunds: Elks (\$2239.02): (previously approved) were put on the Schedule A list by mistake and need to be removed for 2021. Without going into amendment to the ordinance at this time, we can refund them from the 3% (uncollected funds) we have put aside for this. Also, there is **888 Washington St., LLC.** (\$692.18) Telcom Towers.

**MOTION to approve the refunds as listed above for Elks and 888 Washington St.-
D. Garban, Second by, E. Espasa - Approved.**

Motion to adjourn D. Garban, Second by: H. Ahmed: 6:17pm

Next Board Meeting September 1, 2020