

**Board Meeting Minutes**  
**Hoboken Business Alliance, Inc.**  
**August 12, 2021**  
**Video Conference-4:30pm**

**Present:** Jenny Davis, Gregory Dell Aquila, Tiffanie Fisher, Jennifer Gonzalez, Meghan Lukin, Chris Mazzola, Pratik Patel, Mark Stehli

**Absent:** Hany Ahmed, Edyta Espasa, Dave Jacey, S. Koperweis, James Runkle

**Also Present:** Natalie Chape'

**Call to order/Roll Call Announcements- 4:34pm**

**Adoption of July 2021 Minutes: J. Davis, Second by T. Fisher Approved**

**Presidents Report**

**Executive Director Search:** **G. Dell Aquila-** reported that the Search Committee has selected a candidate and they would like present and offer to. First step is to fly this person to Hoboken from across the country and we as a board have to meet with him and interview him. The Committee feels he is the correct person to bring this improvement district forward. He is currently 2<sup>nd</sup> in command at his current organization.

**MOTION to accept covering airline ticket and housing expenses to bring candidate to visit Hoboken, not to exceed \$ 2,500: C. Mazzola, Second by: M. Lukin, J. Davis-abstained until she knows if he is vaccinated.**

**Presentation to Mayor and Council 8/18:**

**Pigeon Project:** **G. Dell Aquila-** One of the artists that painted the utility boxes in Hoboken's is looking to design pigeon sculptures around Hoboken at no cost to HBA. They are just looking for us to promote it.

**MOTION to approve HBA promoting the pigeon project at no cost: P. Patel, Second: G. Dell Aquila**

**Arts and Music Festival:** \$100 Booth for participation in the festival.

**MOTION to accept the \$ 100 cost to set up an HBA Booth at the Arts and Music Festival: M. Stehli, Second by: C. Mazzola**

**Treasurers Report**

**P. Patel** reported that he has reviewed and accepted July Financials with an ending balance of \$ 595,316. Sharon Curan from the tax office has reported our AR balance as of 7/31/21 is \$ 250,812.00. We are expecting our May-July payment of \$ \$ 299,150.00 should be deposited this month.

**MOTION to approve June Financials: J. Gonzalez, Second by: G. Dell Aquila – Approved.**

## **Committee Reports**

### **Marketing**

**Qualls Benson:** **G. Dell Aquila**-One of the things that QB explained to us during the first strategy presentation is that they recommend we purchase the visithoboken.com domain. The domain is available for purchase in the amount of \$ 2,500. We are hoping that Monday we can meet with the Team to discuss what the HBA is doing for the rest of the year. They feel at that meeting or right after we will have an outline of what marketing efforts we will have for the rest of the year. At the end of next week, QB will have a meeting with anyone who wants to be involved to go over their implications of their research. The budget meeting will happen very soon thereafter.

**MOTION to accept the purchase of visithoboken.com in the amount of \$ 2,500: T. Fisher, Second by: G. Dell Aquila**

**Summer Program:** **G. Dell Aquila**- It is recommended by the committee and QB that we extend the Summer Social with Lokel Group. The cost is \$ 23,200. It is agreed that before we pay a portion up front and the balance after we get the analytics report from IG and FB. J. Runkle made the motion on the e-vote. We are voting to finalize the vote.

**MOTION to accept the Summer Social Extension in the amount of \$ 23,200: J. Runkle, Second: G. Dell Aquila**

**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. It is recommended that we hire This is It Productions Co. to work with HBA and MST as well as QB to come up with a retail program around this event (contract on Teams). The contract cost is \$ 14,520.00

**MOTION to accept the contract with This is It Productions Co. in the amount of NOT to exceed \$ 14,520 for the retail program for MST event: P. Patel, Second by: G. Dell Aquila**

**Summer Streets:** **G. Dell Aquila**- It is being recommended that we cancel Summer Streets indefinitely. It was agreed that Summer Streets was great in the thickness of the pandemic but it has kind of lost traction.

**MOTION to cancel Summer Streets indefinitely: M. Lukin, Second by: G. Dell Aquila**

### **Visual/Capital**

**Banner Brackets:** **G. Dell Aquila** – The committee recommends that we pay for the brackets for 25 banners for MST event. They will pay for the banners and the mounting. The hardware for brackets and installing them is \$ 100 each. The 50 locations will be replaced with HBA banners after those come down. The banner cost is \$ 110 each, installed.

**MOTION to accept 25 brackets hardware and install (MST banner 25 locations \$ 2,500) as well as 50 HBA banners in the amount of \$ 5,500: T. Fisher, Second by: G. Dell Aquila**

**Bistro Lights:** **G. Dell Aquila**-The pilot will hopefully be approved, PSE&G is working out the details. More to come on this. **J. Gonzalez** has done an incredible job working on this.

Holiday Decorating- Committee meets on Tuesday. If anyone is interested in joining, please let **N. Chape'** know.

Trees and Weeding- **G. Dell Aquila**- We had a conversation with Hufnagel and discussed things like expanding tree pits, installing tree guards, etc. We would work with the Shade Tree Commission on all of this but this is a long term project. Right now we are looking for an approval not to exceed \$ 15k. Hufnagel will work on a plant that will last year round like daffodils for the tree pits. This is also for weeding tree pits. The committee will work out details as far as which flowers with landscaper.

**MOTION to move ahead with Hufnagel to accept a not to exceed \$ 15k for flowers in tree pits along Washington and weeding the pits as well: M. Lukin, Second by: G. Dell Aquila**

Fall Island Revamp: **G. Dell Aquila**- We have a proposal from Hufnagel to do a fall planting on the island. **J. Gonzalez** is waiting for Applied to make sure it is ok with them as well as the 11<sup>th</sup> St. island association. One request is that there is HBA sponsorship signage.

**MOTION to approve fall 11<sup>th</sup> St. Island (East side) in the amount of \$ 8,500: T. Fisher, Second by: G. Dell Aquila.**

### **Parking**

**M. Stehli**- MST and This is It is working together to make sure all the parking is advertised for the upcoming event. Everyone is getting on board and aligning themselves with parking is easy in Hoboken.

**G. Dell Aquila**- We met with a company called Eco Leap who is coming up with a parking wayfinding campaign. We had a call with them and Ryan, Olga, Greg as well as a few HBA board members. (All can be found in Teams) The board was asked to vote on their favorite of the two signs. After some discussion, the board was not able to pick as they were not thrilled on the signage. **N. Chape'** will contact QB to get their feedback and report back with other versions.

### **Old Business**

N/A

### **New Business**

N/A

**Motion to adjourn H. Ahmed, Second by P. Patel: 5:46pm – Approved.**

**Next Board Meeting September 7, 2021**