

Board Meeting Minutes
Hoboken Business Alliance, Inc.
September 1, 2020
Video Conference - 4:30pm

Present: Hany Ahmed, Edyta Espasa, Jennifer Gonzalez, Dave Jacey, Meghan Lukin, Chris Mazzola, James Runkle, Carol Swift

Also Present: Beth Lippman, Stuart Koperweis

Absent: Natalie Chape', Greg Dell Aquila, Tiffanie Fisher, Donna Garban, Armando Luis

Call to order/Roll Call Announcements- 4:44pm

Adoption of August 11, 2020 Minutes: J. Runkle Second by, E. Espasa–Approved

Presidents Report

Board Membership: **S. Koperweis** noted this will be addressed at next meeting by President.

Communications Platform: **S. Koperweis** noted this will be addressed at next meeting by President.

Search Committee: **S. Koperweis**-mentioned **G. Dell Aquila** had asked a search committee be put together to look at options for a potential new Executive Director.

E. Espasa said she will join the committee with **G. Dell Aquila**.

Budget Review: **S. Koperweis**-We are on target to spend around \$900k of the \$ 1.3 million budget. That is pending that we receive the balance of our funds. We are still owed \$91,575.00 for 1st quarter, which we should receive soon.

Treasurers Report

S. Koperweis informed the Board that **D. Garban** has reviewed the July 2020 Financials. Ending Balance is \$ 355,000 and change. There are several items that we are challenging that need to be removed; working with bank to straighten out.

MOTION to accept July 2020 Financials: J. Runkle Second by, E. Espasa – Approved.

Committee Reports

Marketing

Summer Streets: **S. Koperweis**- Proposed September-October open streets can be found in Teams. The City has asked us to stop Slow streets program. **S. Koperweis** went over the dates and locations for all the proposed Summer Streets after conversations with the City.

This is IT: Contract has expired this weekend. In order to run this program for the next five weeks, Deanna is asking for an additional \$ 1,600 per week (Reduced from \$ 2,000). This would be an additional \$ 8,000 for the program that will run through October 4th weekend

MOTION to accept renewing THIS is IT extension for an additional \$ 8,000: D. Jacey Second by, J. Gonzalez – Approved.

Marketing Initiative: **J. Runkle** stated that the full marketing update can be found on Teams; he will be preparing this for the Board on a monthly basis. There are also current initiatives. *GoBOKen is moving into Endless Summer.* Website continues to improve, we connected the mapping directory. Updating scheduled and launching gift card program. A wonderful Hoboken resident has offered to and is updating data so it's more robust. Summer Streets and PR are continuing. A couple weeks ago we got \$10k in free television advertising for the Here in Hoboken spot, which is great. Next week starts the gift card program. We have a 113 businesses signed up. We are limiting ourselves to a \$50k exposure. If we go over, we may need an additional \$5k. We are launching a parklette contest. Lastly, holidays are on our radar. We have been talking to the Lokel group to see if we can have a sidewalk sale in October. We have also been looking into **Tap into** (local resource that covers a local market) - They have worked with us to say they will put together a sponsor. They serve as an online phonebook, unlimited content marketing. They will waive fees. The cost to us is \$1k per month and **S. Koperweis** and **J. Runkle** recommend we go with them.

MOTION to accept \$ 1,000 per month contract with Tap In To: C. Mazzola Second by, J. Runkle – Approved.

Citizensense Mapping: **S. Koperweis** and **J. Runkle** have been working with Stevens and Star to finalize the list, we have about 2,400 contacts in businesses with about 1,000 with emails. These will be launched on our website in the next couple of weeks.

Visual/Capital

Holiday Lights: **J. Gonzalez**-asking the Board to approve an expenditure that would enable PSEG to add outlets to certain light poles in the area of the Path terminal as well as along the park and the Willow Ave. Bridges. There are not sufficient outlets to make an impact. We are looking to light Washington to 14th St. We will be lighting poles. We propose filling hanging baskets. We are considering a panel tree in the plaza at CVS. Terminal area will also have lighted decorations and garland with bows. Park and Willow Ave. Bridges. We are proposing to add 10 poles to the Hoboken side.

MOTION to accept the \$ 14,875 (not to exceed \$15k) expenditure to PSEG to add 35 outlet poles to the areas discussed above: M. Lukin Second by, J. Gonzalez– Approved.

Steetscape: Arterial presented us two different versions based upon what the Board has requested. We are now in the process of reviewing that and setting up a meeting with the Historical Society. Jennifer and Tiffanie are working on that connection.

Utility Boxes: **C. Swift** has been working with our designer. We are waiting on approvals from the Historical Society and images. One of the requests that came from the Historical Society, in

terms of sponsorship, is that they want their name and logo. We replied that HBA is the sponsor, however, we will give photo credit to the Historical Society with their website.

Flowers: **S. Koperweis**-as we all know the flowers were destroyed by the hot weather and the winds from the storm. Hufnagel has replaced them.

Trees: We have a proposal for \$ 2,500 from Paul Cowie (in Teams) to allow him to put together the RFP and have meetings with Vendors to set up a fall planting program to replace the trees that have been removed.

MOTION to accept Paul Cowie's proposal not to exceed \$ 2,500: E. Espasa, Second by, J. Runkle – Approved.

StreetEATERIES: **S. Koperweis**- We have a lot of streetEATERIES and Parklettes throughout the City. There are more coming in and they are all spoken for. We are waiting to see how the weather holds up before deciding to order more barricades.

Cleaning/Sanitation: CDS are doing a wonderful job. Please send all pictures if you catch them. Logo garbage bags for 5pm pick- ups- it will take 6-8 week to get the bags. It will cost \$10k to do the first run. **J. Gonzalez** has a meeting next Wednesday and she will ask if there are other options. Follow up.

Old Business

New Business

Trolley System: **S. Koperweis**- has been working with a company to put together a program as a test run for two months. This can be found in Teams. These are vehicles that run in the state and will have to be approved by the City. The program could cost us \$190k for 4 of them throughout the City 7 days a week. The test run is free.

MOTION to approve the test run with Polaris: E. Espasa, Second by, M. Lukin – Approved.

Motion to adjourn H. Ahmed, Second by: E. Espasa: 5:30pm

Next Board Meeting October 6, 2020