

**Board Meeting Minutes**  
**Hoboken Business Alliance, Inc.**  
**September 14, 2021**  
**Video Conference-4:30pm**

**Present:** Hany Ahmed, Gregory Dell Aquila, Edyta Espasa, Tiffanie Fisher, Jennifer Gonzalez, Meghan Lukin, Chris Mazzola, Pratik Patel, James Runkle, Mark Stehli

**Absent:** Jenny Davis, Dave Jacey, S. Koperweis, John Nastasi

**Also Present:** Natalie Chape'

**Call to order/Roll Call Announcements- 4:32pm**

**Adoption of August 2021 Minutes: E. Espasa, Second by J. Gonzalez Approved**

**Presidents Report**

**Executive Director Search:** **G. Dell Aquila-** reported that the Search Committee is preparing all information for the Board to review and make the recommendation hopefully within the next couple days.

**Treasurers Report**

**P. Patel** reported that he has reviewed and accepted August Financials with an ending balance of \$ 434,298.14. The City has issued a check for \$ 299,155.55, the check has been mailed but not received as of yet. The City is also in the process of issuing another check for August Assessments in the amount of \$ 260,450.93.

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

**Committee Reports**

**Marketing**

**Qualls Benson:** **J. Runkle:** Full analytics report is in Teams: We increased our web business by 29% over the last month. 30% increase in impressions. QB is working on a strategy and promotion for Small Business Saturday coming up.

**Fall/Winter Promotions:** Window Gallery Tour- Getting some more details on this. QB has been on board. This is art focused event. Hopefully we can get a vote on this soon.

**Mile Square Theater Event:** **J. Runkle-** Event starts next week. We have sold over 1,500 hundred tickets thus far. There are 4 nights that are sold out of “reserved” tickets, does not include the walk up tickets. There is a new website that is live with all the parking promotions. We currently have 27 retailers signed up and 4 of them are restaurants signed up for the retail end of it. There have also been postcards, banners, kiosks, billboards as well as social boosts. After some conversation, it was decided that instead of asking the restaurants to sign up, we just pull the logo off their website ourselves and list them automatically on the site. The letter should go out to retailers letting them know that they are on the site and if they choose not to be, they

need to contact us. **M. Lukin** suggested we use DM's more than emails for communications. It is more affective.

**G. Dell Aquila**- Would like **J. Runkle** to look for a photographer. We should find a few that can bid.

### Visual/Capital

Bistro Lights: **J. Gonzalez**-We are pretty confident that we have a bracket that will work, it will need to be painted black. We are awaiting a date from PSE&G for a site visit.

Holiday Decorating- We are looking at a company that we can get a big bench ornament ordered. Not sure if we can get it in time. We are adding a 4ft extension to the tree. We are also waiting for **J. Gonzalez** to give us a map of the where else the snowflakes can be placed in town. More to come on all of this after committee meeting.

Trees and Weeding- Weeding and mulching has been done on Washington.

Some board members have mentioned that the hanging baskets are exactly what we want this coming year. We are looking for more fullness. The committee will meet with Valerie from Hufnagel. We should also look into another company if we are underwhelmed.

Parking- **M. Stehli**- spoke to **R. Sharp** and he has given us a special for the upcoming production, 6pm-12am \$8, garages B&D. This has been already advertised on the website. We are also advertising other parking garages as well. Not all of them are willing to give special rates. We are also working with Eco Leap on most recent signage they have sent over. After some board conversation, all agreed they would like to see something more of "Hoboken has Parking" instead of "We've got a spot for you" Using design # 3 of the latest graphics sent. **N. Chape'** will contact them and ask them to revise. Will circulate in Teams for a decision.

Art Murals- **C. Mazzola**- Art Mural Committee met last week and decided to put forth a date in which we would like to formally put forth a mural ordinance which will hopefully be introduced 10/6. **T. Fisher** is working on this mirroring the JC ordinance. If anyone has an interest in going over the draft ordinance, please contact **C. Mazzola**. We should also consider hiring Brook Hanson (JC Mural Director) as a consultant for murals here in Hoboken. **G. Dell Aquila** asked all board members if they would be on board to hire her as a consultant, all said yes. Also, he spoke to **Chris O' Conner** and he would be up for collaborating. They have a very large budget and could tap into their budget if all works out. There are a lot of details to be worked out. **N. Chape'** and **S. Koperweis** are working on a draft budget and this fee should be sent to over ASAP to add to draft budget.

### Old Business

N/A

### New Business

N/A

**Motion to adjourn T. Fisher , Second by G. Dell Aquila: 5:30pm – Approved.**

**Next Board Meeting October 5, 2021**