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Board Members
Michael J. DeMarco
David Elkouby
Jeremy Farrell
Joseph A. Panepinto, Sr.
Andy Siegel
Abe Naparstek
Joyce Watterman

Minutes of the Regular (Virtual) Meeting of the Board of Directors

October 11, 2023

1:00 PM

Called by the Exchange Place Alliance Special Improvement District

Staff Attendance: Elizabeth Cain, Martin Schmid

Panelists: Abe Naparstek, Ashley Brinn, Esq., Joe Panepinto, Donald Pepe, Jade Whyatt, Joyce Watterman, David Elkouby, Michael J. DeMarco, Elizabeth Cain, Jeremy Farrell, Andy Siegel Proxy: Michael J. DeMarco

Attendees: xpla, Jeanne Daly, Stan Mazur, Krystyna Piórkowska

1. Call to Order by Board President Michael J. DeMarco

1:00 PM

2. Open Public Meetings Act, Confirmation of Notice

The New Jersey Public Meetings Law was enacted to ensure the right to the public to have advanced notice of and to attend the meetings of public bodies at which any business affecting their interest is discussed or acted on in accordance with N.J.S.A. 10:4-6 et seq. On the rules of this act, the Exchange Place Alliance has caused notice of this meeting by publicizing the date, time, and place, of the regularly scheduled meeting in the Public Notice Section of the Star Ledger and on the Exchange Place Alliance website.

3. Roll Call

Not present as of roll call: Jeremy Farrell and Joyce Watterman. Andy Siegel has granted proxy to Michael J. DeMarco.

4. Approval of the July 12, 2023 Board Meeting Minutes

David Elkouby first motion, Abe Naparstek second, approved

5. Executive Director's Report on Operations, Elizabeth Cain

Executive Director Elizabeth Cain mentions the check log to review the past 6 months of payments. She then provides an overview of the EPA's current funding status from the City, noting \$3,000,000 in the EPA account has been transferred to the investment fund. She



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provides an update on Colgate Park and Peninsula Park: the EPA is coordinating with the City to get updates on status. The EPA is coordinating the transfer back to the City of Exchange Place Park and is working with the City to draft a City-wide policy to maintain public spaces after events take place; after events, the event location has to be returned to the condition it was found in. She also reviews Mark Censits' pitch deck for funders of a new food hall in the Powerhouse Arts District. Mike DeMarco thanks Elizabeth Cain and Martin Schmid for a job well done on the opening ceremony for the Exchange Place Plaza.

6. Maintenance Review by the Director of Special Projects, Martin Schmid

Since July 12, 2023, the Clean Team has removed 260 instances of posters and stickers, 71 instances of graffiti, and 8,227 trash bags out of the district.

7. Old Business

- Exchange Place Plaza opening October 4th (only punch list items remain) Plaza will be turned over to the City and the Exchange Place Alliance will be expending no additional funds on this project other than planting and shrubbery guards for the plaza (estimated \$125,000)

Mike DeMarco reviews the above and asks for a motion to approve \$125,00 for the planting and shrubbery guards and that no additional funds will be spent on the Plaza. Joe Panepinto first motion, David Elkouby second motion, approved unanimously.

- Tree planting for downtown, timing to be late October (estimated 65 trees or more) estimated \$175,000

Mike DeMarco provides background on this project and asks for formal approval for \$175,000. Jeremy Farrell first motion, Joe Panepinto second motion, approved unanimously.

- Wayfinding installation update



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Elizabeth Cain provides an update that many signs have been installed and there are more to come shortly.

- Four Corners Park: completion of walkways, irrigation of planting beds, expansion of playground areas to solely service children ages 6 and under

Mike DeMarco provides a background on the history of the EPA's work and notes that there are some outstanding items left to complete: the walkways, irrigation, and adding a 6-and-under playground area. Mike DeMarco requests motion to approve \$375,000. Joe Panepinto motion, Abe Naparstek second motion, approved unanimously.

8. New Business

- Snow removal bids (suggested by inch, in a sustainable manner, no salt)

Mike DeMarco notes he would like to look to CDS for a contract to shovel, broom sweep, and brush; no heavy equipment that would be detrimental to the area. He also looked for advice on alternatives to salt: sand and calcium chloride pellets were discussed. Mike DeMarco suggests speaking more at the next meeting about this.

- Holiday decorations (prior budget, \$125,000. Suggested increased budget potentially \$175,000 to fully activate the plaza)

Mike DeMarco explains the desire to increase decorations this year and the added capacity in the new plaza for more lighting. Mike DeMarco requests approval for a budget of \$175,000. Elizabeth Cain walks through the presentation deck. Joyce Watterman first motion, David Elkouby second motion, approved unanimously.

- Nimbus honoring Exchange Place Alliance



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Elizabeth Cain notes that Nimbus would like to honor the Exchange Place Alliance at their gala in March. Abe Naparstek asks if they have an expectation of raising additional funds for the event.

- Schedule next meeting, which will be the annual update

Mike DeMarco notes there are no elections and is looking to schedule this in December.

- Potential new capital projects: Ice House as a community arts center, additional playground sites in downtown

Mike DeMarco briefly reviews the above.

- Potential sponsorships and year end giving

Mike DeMarco notes this can be discussed at the next meeting.

- Michael Alfano art installation next steps

Elizabeth Cain reviews that locations are being finalized for this installation. Spring 2024 installation.

- Winter market

Elizabeth Cain outlines the proposal, which utilizes the greenhouses from Bryant Park. An ice skating rink is also included in the proposal. 12 greenhouses, ice skating rink, and pop up vendors; priced to be fully staffed. Proposal is for \$244,000, which she believes is too much. She does express interest in having a market. Mike DeMarco requests approval for a budget not to exceed \$120,000 for a winter event. David Elkouby first motion, Joe Panepinto second, approved unanimously.

- Feedback from Exchange Place Plaza opening, public WiFi



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9. Public Comments

Stan Mazur (Vice President, CCKMHO): notes balance of elements in the Exchange Place Plaza, that it is relaxing and distinguished. Thanks the Exchange Place Alliance and Jersey City Council for professional approach and understanding. The final product is a real improvement. Notes that elderly participants of the recent memorial at the Katyn Memorial could rest on the benches. Notes that 80% of membership and supporters have no reservations about the improvements. Wishes all good luck in further beautifying Jersey City.

Krystyna Piórkowska: notes that there is concern about the wall that blocks the view of the memorial. Suggests looking at the stumble hazards at the entrances to the monument. She notes the EPA's press statements and counters that not enough was done for the conservation and condition of the underlying structure. Mike DeMarco requests that for anything in the future requested to be changed be directed to the City- they own the plaza and the statue, and the gift was given. Elizabeth Cain also notes the issue of using glass candles at the Katyn Memorial as the glass breaks and spreads the wax onto the memorial.

Jeanne Daly: alleges that the roll call was taken before the meeting started. Requests that people who are in attendance be seen on screen. Requests all documents given to board members are available to the public. Requests more info on how the plaza opening ceremony was advertised. Mike DeMarco notes that all requirements for the Zoom calls are followed. Don Pepe notes that the roll call was done while the meeting was live.

10. Executive Session (as needed)

None

11. Adjournment

Joyce Watterman first motion, David Elkouby second motion, approved unanimously. Meeting adjourned 1:31 PM.

Approved By: 