



M I N U T E S	Board Members
	Michael J. DeMarco
	Steve Pozycski
	Deidre Crockett
	Mark Censits
	Gus Milano
	Andy Siegel
Joyce Watterman	

Minutes of the Regular Meeting of the Board of Directors

December 10, 2019

1:00 PM

Harborside Plaza 3, 4th Floor

Called by the Exchange Place Alliance Special Improvement District

Staff Attendance: Elizabeth Cain, Martin Schmid, Mirna Botros

Attendance: Don Pepe, Ashley Brinn, Seth Kramer, Mike Gorman (for Steve Pozycski), Diedre Crockett, Andy Siegel, Mark Censits, Mike DeMarco

Note: Joyce Watterman and aide Kia Deadwyler were initially present but had to leave before the meeting started and assigned her vote to Andy Siegel as proxy.

1. Call to Order by Board President Michael DeMarco

1:13 PM

2. Open Public Meetings Act of Confirmation 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

4. Approval of the September 17, 2019 Board Meeting Minutes

Approved

5. Executive Director's Report

Director Cain discusses recent projects the Alliance has engaged in, including the installation of a Christmas Tree on Grundy Pier and garland throughout the waterfront, Exchange Place Plaza, and Montgomery Street. Director Cain then engages in discussion with the board about the Alliance's partnership with Garden State Episcopal and its efforts to help curb



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homelessness and connect those in need with housing and social services. Director Cain then reviews the Alliance's financial status for the last quarter. The Alliance has created a money market account for funding allocated for capital improvements. The Alliance's combined current balance is \$5,404,334.00.

6. Capital Improvements Update

Director Cain reviews the current status of Paulus Hook Park. The Alliance has spent \$100,000 on play equipment and is awaiting \$350,000.00 from China Construction. Director Cain discusses the priority plan the Alliance is putting together for Paulus Hook Park, including play equipment, removing the fence and dead trees, and then landscaping. Director Cain discusses the Alliance's requests from the City, including the installation of water bibs, sidewalks, bollards for new bump outs, and the removal of dead trees. Director Cain then fields a question from Board President Mike DeMarco regarding the closure of Exchange Place Plaza to vehicular traffic. Director Cain discusses the current plan for this topic to be on the City Council agenda in January, along with the potential for other street closures including York Street and Grand Street.

7. Mobile Food Truck Update

Board President DeMarco outlines the main points for the plan: embracing a mobile food culture while remaining respectful to brick and mortar tenants within the district. This includes creating and enforcing guidelines in which a mobile food truck cannot operate within 300 feet of a brick and mortar business that sells a similar product. DeMarco then outlines the need to cluster food trucks together in select locations within the district but also maintain proper spacing between trucks for fire safety and health concerns. Board Member Andy Siegel makes a policy suggestion: requiring proof of access to a commercial kitchen with a sink and garbage disposal to mitigate illegal dumping in the district and in other parts of Jersey City. Director Cain then discusses the Alliance's efforts to gain authority to run an Alliance-led mobile food truck program for the district versus the City's current approach of creating a single City-wide program. DeMarco and Siegel push back on a potential City-wide program with concerns that the Alliance's original policy would be diluted to fit a broader market: for instance the City may push back on the Alliance's proposal to prevent food-vending trailers from operating within the



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district. DeMarco and the board then strategize ways for the Alliance to gain control of the food truck policy for the district and suggest that conversations with the City continue, especially considering that sidewalks are privately owned.

8. Wayfinding Initiative

Director Cain discusses the engagement with Two Twelve for wayfinding design services and Seth Kramer makes positive remarks about Two Twelve, saying Goldman Sachs has worked closely with them for other projects. Approval for Resolution 19-5 is motioned by Andy Siegel and seconded by Mike Gorman and passes unanimously.

9. New Marketing Materials

Director Cain discusses new marketing materials including a map and stepped-folder printed by C2 Imaging. Director Cain also discusses the current partnership for banner installation throughout the district.

10. Public Art Proposals

Director Cain reviews public art proposals from Sunil Garg and Timothy Cramer. These two proposals are tabled.

11. Landscaping Additions

Director Cain reviews the proposal by Gene's Landscaping for perennial bulb installation on the Greene Street median between Sussex and York Streets. Board President DeMarco opts instead to look into installing planter boxes on the existing fence and possibly doing some type of landscaping beneath them. Resolution 19-3 concerning this matter is tabled. Director Cain then reviews the Alliance's proposal to install planter boxes in select location on Montgomery Street. Board President DeMarco directs the Alliance to purchase one planter as a sample and solicit proposals for a year-round landscaping budget of the entire planter installation. Resolution 19-4 concerning this matter is tabled.



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12. Commercial District Services 2020 Contract Renewal

Resolution 19-2 concerning this matter is tabled and further financial review is requested by Board President DeMarco.

13. Appointing Martin Schmid to serve as Assistant Secretary to the Board of Directors

Approval for Resolution 19-1 is motioned by Andy Siegel and seconded by Mike Gorman and passes unanimously.

14. Events

This was combined into agenda item number 15.

15. Operations and Maintenance Review

Staffer Martin Schmid reviews relevant metrics concerning the Clean Team and operational activities of the Alliance. From 9/17/19 to 12/9/19, the Clean team has removed 78 instances of graffiti, 170 instances of stickers and posters, and has removed 1,305 trash bags, amounting to roughly 23 tons of trash and debris. Schmid reviews pictures that capture the work of the Clean Team and pertinent before and after repair pictures that outline the beautification and maintenance efforts of the Alliance. Schmid also discusses the Alliance's work to remove abandoned bicycles within the district. Board President DeMarco directs Schmid to research how many bicycle racks currently exist throughout the district and report back. Schmid discusses the fire hydrant painting initiative carried out by the Alliance and Board President DeMarco suggests painting the hydrants a different color. Schmid then discusses the 2019 landscaping cleanup and winter bough installation to protect perennial plant materials. Board President DeMarco suggests starting a tree planting and greening initiative to help continue the Alliance's work of maintenance and beautification while the park improvements are coming down the pike. DeMarco comments that he likes Cyprus and Leland trees. Schmid then discusses Gene's Berm, which was recently planted with perennial plant materials after approval at the 9/17/19 board meeting. Schmid then reviews the 2019-2020 holiday lighting installation: a 30-foot Sequoia lit with 20,000 warm white LED lights, two types



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of decorated garland (Champagne and Traditional), and railing lighting along the Hudson River Waterfront Walkway. Finally, Director Cain discusses a pedestrian safety initiative for the Alliance to take stock of road striping.

Andy Siegel motions to adjourn the meeting and is seconded by Mike Gorman, and the meeting is adjourned at 1:59 PM.

Approved By:

Michael J. DeMarco