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

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

December 22, 2023

1:00 PM

Called by the Exchange Place Alliance Special Improvement District

Staff Attendance: Elizabeth Cain, Martin Schmid

Panelists: Jonathan Gomez, Donald Pepe, David Elkouby, Chris Bernardo, Abe Naparstek, Andy Siegel, Council President Joyce Watterman, Michael J. DeMarco, Joseph A Panepinto Sr.

Attendees: Michelle Giovanni, 15512001035, Steven, Chris Bernardo, Christine Perez, paul schmid, Sierra L.McDonald, Krystyna Piórkowska, Jeanne Daly, Suzanne Mazurczyk, Stan Mazur, Jerry Blankman

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

1:04 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
4. Approval of the October 11, 2023 Board Meeting Minutes

Joyce Watterman first motion, David Elkouby second, approved unanimously.

5. Executive Director's Report

- o Financial Review
- o Suki and Scott Show
- o 2023 In Review

Director Cain notes that most of the 2023-2024 assessment has been collected and that currently in the bank the Alliance has about \$3.2 million. She notes that in the course of the half year the Alliance has spent approximately \$600,000 for operations. Director Cain then reviews the Suki and Scott Show proposal brought to the board by Andy Siegel. She notes the Alliance



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will commit to 26 shows, weekly, starting in March and running through August. She notes the cost is \$35,000. Director Cain then reviews 2023: completion of Exchange Place Plaza including the playground, Paulus Hook Park improvements, numerous events (Movies on the Pier, Jazz Fest, Latin Jazz Fest, and more). David Elkouby requests the addition of a menorah for next year's holiday decorations; Mike DeMarco calls for a vote to approach the City about this. Andy Siegel first motion, David Elkouby second motion, approved unanimously.

6. Possible Two Year Business Plan for the SID

- Ice House
- 95 Morgan Street
- Colgate Clock Dog Run
- Morris Canal Park
- Nathanael Greene Park Redo and Expansion for Community Garden

Michael DeMarco reviews the Ice House project concept, noting it comes with 95 Morgan Street: the Ice House would be reimagined into an art gallery / event space and 95 Morgan would be a playground. Michael DeMarco also notes the potential for a dog run on the City-owned property next to the Colgate Clock. He then reviews the potential for a playground at Morris Canal Park. He also notes the potential to reimagine Nathanael Greene Park.

7. Reflection On Jeremy Farrell's passing

Michael DeMarco reflects on Jeremy Farrell and reviews next steps regarding filling his board seat. He notes the seat does not go to Lefrak and that the board will likely try to do this before the February meeting to fill out Jeremy's term and get reelected with the rest of the board in early 2025. He discusses about ways the board can honor Jeremy to be discussed more and decided in February.

8. Setting 2024 Board Meeting Dates

Michael DeMarco proposes a February date, scheduling inquiries to be sent out.

9. 2024 Objectives



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Michael DeMarco notes many of these have been outlined previously. He notes the focus on community activities and more construction activities.

10. Proposals and Charity

- Tanda Francis, *Adorn Me*, sculpture purchase
- Jersey City Jazz Festival, consistent with past years' support, \$50,000
- Latin Jazz Festival, consistent with past years, lead sponsor status at \$45,000
- Glamming the Warrior, Wellness Day sponsor at \$15,000
- York Street Project Annual Appeal, consistent with past years' support, \$100,000

Director Cain reviews the potential to purchase the *Adorn Me* sculpture currently on exhibition, noting it may be able to be shared between a few different groups, Michael DeMarco suggests a not-to-exceed \$50,000. Elizabeth Cain reviews the 2024 Jazz Festival, noting the support is the same as last year. She also reviews the 2024 Latin Jazz Festival proposal for Saturday, September 14th. Elizabeth Cain then reviews the Glamming the Warrior proposal, noting the requested donation is \$15,000. She then reviews the York Street Project donation, noting \$100,000 is requested again this year.

Michael DeMarco requests a motion to approve all of the amounts requested, including \$50,000 for the *Adorn Me* sculpture. David Elkouby first motion, Abe Naparstek second, approved unanimously.

11. Operations and Maintenance Review

- Clean Team Statistics
- Clean Team and Snow Removal Activity
- CDS Presentation

Martin Schmid provides the Clean Team statistics since the last board meeting: 127 instances of poster and sticker removal, 47 instances of graffiti removal, and 4,971 trash bags removed. Michael DeMarco notes he is still debating on the snow removal, noting that we will likely not use salt, and it is a question of what we want to clean and how much.

Chris Bernardo from Commercial District Services makes a presentation on the Clean Team's activities, noting they average about 2,000 trash bags per month and they expect this number to



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increase. Chris notes that the highlight for the year is the new plaza and the focal point it has become. CDS will have to commit a certain amount of staffing throughout the year toward the plaza and will be working with the Alliance closely in the new year to make sure the right level of staff is in place to meet the Alliance's expectations. Michael DeMarco asks Chris how many people work on the CCPOA Clean Team. Chris notes the Alliance has 5 and the CCPOA has 2 people that move around the walkway with additional ambassador staff at night.

12. New Business, as needed

None

13. Public Comments

None

14. Executive Session, as needed

None

15. Adjournment

Joyce Watterman motion to adjourn, approved unanimously. Meeting adjourned at 1:28 PM.

Approved By: _____

A handwritten signature in black ink, appearing to be "MSD", is written over a horizontal line.