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Board Members
Michael J. DeMarco
Steve Pozyski
Ricardo Cardoso
Jeremy Farrell
Gus Milano
Andy Siegel
Joyce Watterman

Minutes of the Regular Meeting of the Board of Directors

February 24, 2021

1:00 PM

Virtual Meeting

Called by the Exchange Place Alliance Special Improvement District

Staff Attendance: Elizabeth Cain, Martin Schmid, Mirna Botros

Attendance: Michael DeMarco, Jay Rhatican (for Gus Milano), Council President Joyce Watterman, Andy Siegel, Ricardo Cardoso, Edyta Espasa (for Steve Pozyski), Jeremy Farrell, Kia Deadwyler, Donald Pepe, Ashley Brinn, Shana Broyard-Fludd

Public Attendance: 1128409, Andrew Kim, Caleb M., Jeanne Daly, Krystyna P., Kristine-Hyatt, 2013481200, 2012135729, 5512001035, 3476022622, Nick Fischetti, WueM, Ashley Cotton, Robert Norton, Mike Gorman, Velma Mendes, Chris, Brian Wedlick, bmcclean, xpla

1. Call to Order by Board President Michael DeMarco

1:06 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 November 18, 2020 Board Meeting Minutes



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Joyce Watterman first motion, Andy Siegel second motion, approved unanimously.

5. Executive Director's Report

6. Nominate Treasurer

Director Cain calls for nominations for the vacant Treasurer position. Mike DeMarco nominates Andy Siegel, Joyce Watterman second motion, approved unanimously.

7. 2020 Annual Report

Director Cain calls for Board feedback, edits, or suggestions and says this will be submitted to the City along with the budget later in March. Mike DeMarco suggests that Board Members take time to review it and submit any feedback and Director Cain suggests final approval can come at the March budget meeting.

Director Cain proposes a special budget meeting for late March. Mike DeMarco proposes March 29, 2021 at 1:00pm and asks that the budget documents be distributed to the Board by March 22nd.

8. Paulus Hook Park Updates

Director Cain provides an update on the new developments - fence removal, working with the neighborhood association regarding additional landscaping near adjacent properties, and the playground inspection. Cain outlines the next step of installing the toddler play area in the Northeast quadrant and receiving tree removal permits from the City. Andy Siegel suggests that the concrete sidewalks within the park need work, perhaps from the City. Ricardo Cardoso asks about long term maintenance of the park



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after the playground installation, to which Director Cain responds that maintenance is joint between the SID and the City, where the SID assists the City.

9. Wayfinding and Design Review and Next Steps

Director Cain reviews the current state of the wayfinding and design project, noting that the SID has received full size samples of the signage and asks if any Board Member would like to do a walkthrough of the signage in the coming weeks. Director Cain then reviews the current design development details. Andy Siegel asks about installing a QR code on the signage to link to the website, where there will be more in depth information on the content and district in general. Ricardo Cardoso asks if there is a location map of the signage, and Director Cain says that it can be emailed out.

10. Exchange Place Pedestrian Mall

Director Cain reviews the SJP project management proposal, whereby SJP would coordinate the subcontractors and design professionals. Director Cain notes that this proposal is included in the \$8.4m estimated budget. She notes that it will be approximately 10% of the budget and include \$510,000 flat lump sum of general conditions, 2.5% general conditions fee on the subcontractors, 1% for general liability, 5% on design consultants fees; totalling about \$840,000 all in. Mike DeMarco says that he will have a conversation with Steve [Pozycki] because he believes the cost is high and suggests that this be voted on during the March 29th budget meeting. Cardoso clarifies that there are no public bathrooms in this program. Mike DeMarco walks the Board through some of the design features of the new project. Andy Siegel asks if there is an absolute commitment date for completion; Mike DeMarco says it will take about 8 months to finish the project. Andy Siegel suggests a Christmas 2021 festival/celebration/grand opening. Cardoso asks about long term costs that this will add to the SID's landscaping and maintenance budgets and DeMarco replies that the maintenance will be done in conjunction with the City.



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Director Cain then reviews the authorization request for the purchase of planters, concrete blocks, and branded concrete block slipcovers. This will create a temporary closure of the area to help people get used to the new layout. This project will cost \$65,000. Mike Gorman remarks that this may be a double-bought scope, since SJP has plans already to create delineations that separate the public from ongoing work. Gorman notes that some of this money may come out of the \$8.4m. DeMarco asks for a motion to approve the \$65,000 project. Cardoso asks for clarification on the particular street that will be closed, and Jay Rhatican asks for clarification on the plans for the vehicle access area into the plaza and signage. Joyce Watterman first motion, approved unanimously.

11. Creos Sculpture Proposal for Exchange Place

Director Cain reviews the Creos design and sculpture proposal and notes that the cost is about \$60,000. DeMarco would like to table this to the budget meeting. Jay Rhatican suggests that these installations may be better installed for post-construction of Exchange Place.

12. Additional Landscaping Areas

Director Cain tabled the Port Authority planters project due to some logistical issues with storage and the use of heavy equipment. Then she reviews the railing-mounted planters project for Greene Street. Mike DeMarco asks that this be tabled to the March budget meeting.

13. Events

Director Cain reviews statistics from the movie night series: about 75-100 cars per movie and presale tickets in coordination with JC Families. She reviews the current



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schedule with the Board. Director Cain then reviews the Winter Market proposal and suggests tabling it to the March budget meeting. Director Cain then reviews the Jazz Festival location possibility with Riverview Jazz Organization on Morris Canal/Peninsula Park.

14. Operations and Maintenance Review

Staff member Martin Schmid reviews the Clean Team’s statistics from the time period between the last board meeting to date. Andy Siegel expresses his contentment with the job the Clean Team is doing, especially in clearing the storm drains for the snow melt.

15. Social Media Statistics

Martin Schmid reviews the social media statistics, and notes that the Exchange Place Alliance’s Instagram account following has increased by 196% since the last board meeting.

Mike DeMarco notes that the question and answer format will change due to problems with communication previously: anyone can now submit questions that will be answered and posted on the web as FAQs.

Adjournment is motioned by Edyta Espasa, seconded by Andy Siegel, and approved unanimously. Meeting is adjourned at 1:43pm.

Approved By: 