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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

July 12, 2023

1:00 PM

Called by the Exchange Place Alliance Special Improvement District

Staff Attendance: Elizabeth Cain, Martin Schmid

Panelists: Ashley Brinn, Donald Pepe, Jonathan Gomez, Michael J. DeMarco, David Elkouby, David Elkouby, Jade Whyatt (for Joyce Watterman), Andy Siegel, Gordon Gemma (for Joseph Panepinto), Jeremy Farrell

Attendees: Matthew Porcelli# CPP, Teresa Peski, M.Giovanni, jan baginski, Brian Liebeskind, Gordon Gemma, Jaclyn Bereiter, Stan Mazur, O'Neill Patrick, Brian.McClean, minjun, Kevin, xpla, Suzanne Mazurczyk

1. Call to Order by Board President Michael DeMarco

1:01 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 March 22, 2023 Board Meeting Minutes

Andy Siegel first motion, David Elkouby second motion, approved unanimously.

5. Executive Director's Report

- FY24 assessment passage, \$3,800,000: Elizabeth Cain reviews this approval, noting billing will start August 1st.
- Sponsored Events Recap
 - i. Jazz Fest (\$50,000): Elizabeth Cain reviews this event.
 - ii. Bike JC Ward Tour (\$10,000): Elizabeth Cain reviews this sponsorship, which occurred concurrently with the Jazz Fest.
 - iii. Playground opening 5/18: Elizabeth Cain reviews this event, noting PS3's attendance among others. David Elkouby voices his satisfaction with the playground, noting it is steps away from his building (15 Exchange Place).



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Mike DeMarco notes a few things to fix: guards around the flower beds and preventing damage from strollers and safety hazards they pose. Andy Siegel suggests the installation of a waiting area for the strollers to the side.

- Approved Mandate Updates
 - i. Tree Planting Awarded & Schedule (est. \$110,000): Elizabeth Cain details the collaboration between Councilman Solomon's office and the Jersey City Forrester. Planting will start in Fall 2023, currently trees are being chosen.
 - ii. Wayfinding Install pics/update: Elizabeth Cain notes that this project is being buttoned up and nearing fabrication and installation. The prototype map, historic sign, and art plaque have been installed.
 - iii. Exchange Place construction update: Mike DeMarco notes the construction delay with the City replacing water pipes. The City is working on the last 30-40 feet. Tentative opening for the plaza on August 17th. Much of the plaza is already open.
 - iv. Potential opening ceremony for Plaza for August 17th

6. New Business

- Potential 2023-2024 Projects
 - i. Renovation of the Ice House into a Public Art / Gallery / Venue: Mike DeMarco reviews that the City will be receiving a building commonly called the Ice House, across the street from the Power House. Currently this is owned along with 107 Morgan Street, and the lot at the corner of Washington Street by a developer. The lot and this building will be transferred to the City in order for the developer to get zoning on the site. The developer will be renovating the building up to a certain level. EPASID desires to expend funds to take the project to the next level.
- Board Recommended Charitable Contributions
 - i. Liberty Humane Society: \$25,000. Andy Siegel first motion, David Elkouby second motion, approved unanimously.
 - ii. Art House Reopening Campaign Proposal: Mike DeMarco notes it is a two year contribution, \$50,000 per annum (\$100,000 total). Andy Siegel first motion, Gordon Gemma second motion, approved unanimously.



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- Potential Sponsorship
 - i. Day of Fashion: \$20,000. Andy Siegel first motion, Gordon Gemma second motion, approved unanimously.
 - ii. Pier Fest proposal: \$40,000. David Elkouby first motion, Andy Siegel second motion, approved unanimously.
 - iii. Salsa on Grundy Pier sponsorship: Elizabeth Cain notes it is a \$600 sponsorship.
 - iv. Diner En Blanc: \$10,000. Andy Siegel first motion, Gordon Gemma second motion, approved unanimously.
- Operations and Maintenance
 - i. Walkway railing repainting awarded: Martin Schmid reviews. Railing painting started on 7/12/23, extending from York Street around Grundy Pier to the PATH station. David Elkouby brings up concerns about pigeon excrements on the new railings.
 - ii. Clean Team stats: Martin Schmid notes- since the last meeting in March, Clean Team has removed 195 instances of posters and stickers, 81 instances of graffiti, and 11,732 trash bags.
 - iii. Holiday decoration proposals: Elizabeth Cain reviews. Proposals should be kept within a budget of \$125,000. EPASID is currently awaiting the receipt of one more bid. Mike DeMarco requests to wait, Elizabeth Cain recommends meeting again before the next scheduled meeting in October to review in time for the season.
- Public Art
 - i. Michael Alfano proposal: Proposal is \$20,000 for 15 sculptures. Mike DeMarco recommends a do not exceed of \$25,000. David Elkouby first motion, Gordon Gemma second motion.
- Security
 - i. Potential Off Duty Patrols if state funding is not yet awarded: If needed, do not exceed of \$25,000. Andy Siegel first motion, David Elkouby second motion, approved unanimously.

7. Public Comments

- Patrick O'Neill: Strong praises for a job well done at the Jersey City Jazz Festival and the new playground.



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- Kaila Ramos (15 Exchange): voices concerns about signage on the access road leading up the courtyard, notes damage to one of the bollards.
- Suzanne Mazurczyk: congratulations on the Jazz Festival and the Bike Tour. Notes concerns about the new playground blocking the view of the water, requests it to be more low profile in the future. Envisions an information sign at the monument. Mike DeMarco notes that the playground space had to be maximized, notes statue signage is yet to be completed.

Mike DeMarco motion to close public comment, Andy Siegel second motion, approved unanimously.

8. Executive Session

None

9. Adjournment

Andy Siegel motion to adjourn the meeting, approved unanimously. Meeting adjourned 1:34 PM.

Approved By: _____

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