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Board Members
Michael J. DeMarco
Steve Pozycki
Deidre Crockett
Mark Censits
Gus Milano
Andy Siegel
Joyce Watterman

Minutes of the Regular Meeting of the Board of Directors

September 17, 2019

1:00 PM

Harborside Plaza 3, 4th Floor

Called by the Exchange Place Alliance Special Improvement District

Staff in Attendance: Elizabeth Cain, Martin Schmid, Rachel Brandon

Facilitator: Elizabeth Cain

Notes and Timekeeper: Rachel Brandon

Attendance: Michael DeMarco, Edyta Espasa (for Steve Pozycki), Deidre Crockett, Andy Siegel, Joyce Watterman, Mark Censits, Seth Kramer, Donald Pepe, Kia Deadwyler, Michael Gorman

I. Call to Order by Board President Michael DeMarco: 1:00 PM

II. 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.

III. Roll Call

IV. Approval of the June 3, 2019 Board Meeting Minutes

V. Executive Director's Report

Director Cain discusses recent fraudulent activity pertaining to the 2018 Freedom and Fireworks Festival and provides an update that the costs are being recuperated. Director Cain then provided an overview of the 2018-19 audit through Sobel and Associates that is due to the City of Jersey City on October 31st. Next, Director Cain reviewed details from the 2019 Freedom and Fireworks Festival and receives positive feedback from the board, including Andy Siegel, who commended the provision of a safe event. Siegel also discusses adding more bike parking for the upcoming year's event. Director Cain mentions that the Exchange Place Alliance sponsored about \$150,000 for the event and is already in preparation for next year. Discussion ensues amongst the board about different corporate sponsorships to potentially engage for next year, including Whole Foods.



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VI. Capital Improvements Update

Director Cain discusses Paulus Hook Park and that the budget is currently under review. Mike DeMarco discusses his desire to install playground equipment as a first step to benefit the children at the local school. Regarding Exchange Place Plaza, Director Cain discusses the design team meeting with Public Safety, Architecture, and the MUA and that the Alliance received final comments for access. Director Cain is looking to the next steps to meet with the Mayor and Engineering to discuss park designation and a final review before the Planning Board presentation. Director Cain discusses Colgate Park and the steps being taken to bring this project online. Director Cain then reviews the landscaping work undertaken by Gene's Landscaping, including a vote to approve the planting of the berm directly south of Nathanael Greene Park along the waterfront walkway. Siegel motions to approve this and is seconded by Joyce Watterman; unanimous approval. Director Cain then discusses a placemaking agreement being made with the CCPOA to put more tables and chairs along the southern part of the waterfront walkway. The Alliance is awaiting on an MOU from CCPOA. Cain also discusses the addition of trash removal times in Exchange Place Plaza, making a pickup schedule of three times per day, up from two.

VII. Wayfinding Initiative

Director Cain reviews the wayfinding initiative and discusses initial feedback about pricing and scope. Director Cain specifically discusses the proposal from Two Twelve, and reviews their Phase 1 proposal pricing and timeline. Director Cain reviews projects undertaken by this firm, including the Newport signage system. Siegel inquires about the geographic scope of this project. Director Cain answers that this will cover the whole district: Phase 1 will focus on the waterfront, transit hubs, and pedestrian and biking routes; Phase 2 will focus on pedestrian flow west of the waterfront, along with biking and vehicle flows. Director Cain asks for approval for Phase 1, Siegel makes motion to approve up to \$50,000, DeMarco seconds the motion; unanimous approval.

VIII. Food Truck Policy Update

Director Cain reviews language of new food truck ordinance and mentions that the issue remains hinged on enforcement. Discussion ensues amongst the board about the balance between food trucks and brick and mortar establishments. DeMarco mentions the initial approach used at Harborside: creating a rotating schedule of about 10 trucks to work between 10:00 AM and 3:00 PM.



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Director Cain discusses the Alliance’s current push to have greater autonomy to regulate the food trucks operating within the district.

IX. Snow Removal Proposals

Gervasi, Inc.’s and Lou’s Landscaping’s proposals for snow removal are discussed. Seth Kramer testifies to the quality of Lou’s Landscaping. Siegel motions to approve Lou’s Landscaping’s proposal of a monthly fixed pricing system for a season total of \$98,000. Watterman seconds; unanimously approved.

X. Marketing

Director Cain discusses sponsorships and policy that the Alliance can help sponsor events happening within the district. DeMarco suggests \$2,000 per event and no more than \$10,000 per quarter.

XI. Public Art Initiative

Director Cain highlights the five public art installations so far. Funding currently spent or committed amounts to \$28,250. Director Cain discusses the Labyrinth and light installation on Grundy Pier along with the walking tour map which one can use the QR code for.

XII. Events Update

Director Cain reviews the recent \$1,000 sponsorship of the Powerhouse Arts and Wine Festival. Mike Centis thanks Mack-Cali and the Alliance for the support. Director Cain then discusses the showing of the Goonies on Grundy Pier and the Pier Fest concert series. Discussion ensues around the possibility of doing the Pumpkin Patch event.

XIII. Maintenance Review

Martin Schmid provides updates on Clean Team statistics to date.

XIV. Executive Session

MEETING ADJOURNED 1:40 PM

Approved By: 

