



M I N U T E S	Board Members
	Michael J. DeMarco
	Steve Pozycki
	Ricardo Cardoso
	Jeremy Farrell
	Gus Milano
	Andy Siegel
Joyce Watterman	

Minutes of the Regular Meeting of the Board of Directors

October 18, 2021

2:00 PM

Virtual Meeting

Called by the Exchange Place Alliance Special Improvement District

Staff Attendance: Elizabeth Cain, Martin Schmid

Attendance: Michael J. DeMarco, Andy Siegel, Jade Whyatt, Donald Pepe, Ashley Brinn, Edyta Espasa, Jay Rhatican, Jeremy Farrell, Joyce Watterman, Ricardo Cardoso, Seth Kramer

Public Attendance: Zoom User, Krystyna Piorkowska, 12014384700, Alice Wozniak, Barbara Deen, Brian McClean2, Jeanne Daly, Lisa Meurer, Maria Marra, Meeting Scheduler, Nicole Martin-Depelteau, Richard Branca, Velma Mendes, Wojciech Mazur CCKM&HO

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

2:04 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 June 23, 2021 Board Meeting Minutes

Joyce Watterman first motion, Edyta Espasa second motion, approved unanimously.

5. Exchange Place Updates



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Director Cain provides an update that the Alliance is awaiting a few more signatures required for the NJDEP application, some bidders have been identified, and the Jersey City Planning Board submission process is currently underway. Approval for the NJDEP is targeted for early Spring 2022, park targeted to be opened by mid-spring/early summer. DeMarco provides next steps: working out a final bid package to be reviewed by the legal team and the Board.

6. FY21 Audit

Director Cain provides details on the standard annual audit.

7. Public Safety Patrols Began 8/18/21

Director Cain provides an update on patrols to date. Illegal activity along the waterfront has been less overall versus last summer.

8. Events

- a. **PierFest**
- b. **JazzFest**
- c. **Movie Nights**
- d. **Zumba Classes**

Director Cain provides a recap over the Alliance's various events throughout the summer. She remarks PierFest had roughly 1,500 people in attendance for each date.

9. Agora Partners Proposal

Director Cain provides a background on this proposal, which includes longterm placemaking and overall strategic planning. She suggests this to be tabled for the time being.



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10. Beyond Main Proposal

Director Cain provides a background on this proposal, which includes an online platform for small businesses in various municipalities throughout New Jersey. Director Cain suggests that this does not get voted on at this meeting.

11. Studio Victoria Proposal

Director Cain provides a background on this proposal, which includes strategic placemaking and art-based transformative interventions to help intentionally plan and program the Exchange Place waterfront. Seth Kramer requests to be involved in this process and meetings going forward. A sample video is shown to the Board.

12. Operations and Maintenance Review

Staff Member Martin Schmid highlights the operational statistics of the Clean Team since the last board meeting on June 23, 2021. 392 instances of poster and sticker removal, 119 instances of graffiti removal, 3,653 trash bags removed. Schmid notes the addition of in-house pressure washing and then reviews the recent Fall plantings.

13. Social Media Statistics

Schmid reviews the social media statistics from the Newsletter, Twitter, Instagram, and Facebook, noting that all platforms have increased in following and interactions.

14. New Business



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Michael DeMarco suggests that after the completion of Exchange Place, the focus may in part turn toward adding more playgrounds to the area and working with the City to look at possibilities for peninsula park and the park adjacent to 30 Hudson Street.

[Ricardo Cardoso]: Asks a question for DeMarco regarding the Exchange Place construction bids and the CM/GC process. DeMarco provides an overview: SJP put the bids out on a soft basis, and this initial list was expanded. The Finance Committee of the Board of Directors will analyze the bids as they come in. Don Pepe will put together a contract and these results will be presented to the Board, and at that point a GC or quality control aspect will have been built into the process.

Public Comment section is opened:

(1) **[Zoom User]**: *Unable to connect/no response.*

(2) **[Krystyna Piorkowska]**: I think I should be unmuted. Uh the questions are, you stated that you had filed papers with the state, um can you, or and had a meeting with the Planning Board. When did that occur and whom uh, is the Planning Board meeting available, a record of that at this time? Can you send that to us?

[Director Cain Response to Piorkowska]: I didn't say either of those. I said we sent plans in for the Planning Board to review and I said we are waiting on some signatures to be able to submit to the state.

[KP] I, ok, I then misheard you because there was a discussion about DEP.

[Michael DeMarco]: That's what she's filing though. You have to file with the Department of Environmental Protection. That's the signatures we're waiting on.



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[KP]: And that you were waiting for a response.

[MD]: No, we're waiting to have signatures so we can put in the response.

[KP]: And whom would the signatures be from?

[DC]: The adjacent property owner.

[MD]: The Hyatt, Mack Cali, 10 Exchange, 15 Exchange, etc.

[KP]: I'll be writing to you to request, uh, specific information about that then.

[MD]: Feel free, ok next call please.

(3) **[Jeanne Daly]**: *Unable to connect/no response.*

(4) **[Richard Branca]**: Can you hear me better now? Oh Christ unfortunately I can't hear you. But uh, I would just like to be able to have a meeting set up to be able, unfortunately I can't hear you, but uh, I'd like to be able to have a meeting set up sometime. Can somebody please email me, maybe Martin and uh I just would like to meet and have a conversation about our parking issue and the access to our hotel which is extremely stressing to us right now.

[MD]: Okay, we'll be happy to arrange that Richard, you can expect to get an email today.

[RB]: I don't know why I can't hear you Michael. But uh, maybe if, if Martin could just text me back or email back -



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[MD]: Richard, you see me? We're good, we're good.

[RB]: Ok, please email me back and let's have a meeting. Can we have a meeting? A personal meeting?

[MD]: Yes, yes and we will email you today.

[RB]: Ok, and we can do it sometime this week?

[MD]: This week yes.

[RB]: Ok thank you very much.

(5) **[Jeanne Daly]**: Can you hear me now? Oh finally ok, no actually that was interesting that was one of the questions I was going to have, if the gentleman from Concord Hospitality had been contacted yet, if you had met with him. Um, just a couple things. I know Mike you had mentioned something about, with the police etc. about the social nuances -

[MD]: No, I didn't say social nuances. I said nuisances.

[JD]: Oh nuisances, my mistake. Social nuisances. My mistake ok. Moving quickly, I'm jumping around a bit. Um, the park by the school, I don't know if you put the trees on the school side, but no one's watered them and they're dying.

[MD]: We've had issues with that, we're going to go back on that.

[JD]: Ok, no worries.

[MD]: No, no normally -



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[JD]: I don't want to waste my time though, that's the only thing.

[MD]: Ok, noted Jeanne.

[JD]: Ok so anyway, the one thing I also wanted to know is if, according to law, I mean are these bids that you're sending out, they have to be in compliance with the local public contract laws, are you guys following that?

[MD]: We follow the local laws whereas a SID and a private institution we don't actually have to follow the same rules that the City does, but we have an open bid process, we take bids in from qualified bidders, review them, and it gets reviewed by the City at the end of the day so it's the same process.

[JD]: Well no it's not, according to the laws, the municipal and state laws, any work in a public space has to be done by the local public contract laws, so I'm just -

[MD]: Let's assume we'll be in compliance, when we go through the planning board, we get our sign off, we'll be in compliance.

[JD]: Right but are you going to abide by the local public contract law?

[MD]: I just stated Jeanne, we'll be in compliance. That's a yes. So whatever we need to do in order for the City to give us the sign off, we'll do. And we think we're running that process. So the question has been asked and answered yes.

[JD]: Ok one last question. Is there any chance that these packets that you're giving to the other board members, why are we not allowed to see them?



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[DC]: You need to call in before - Jeanne - the agenda is posted, if you want something specific from the agenda just feel free to contact us and ask for it.

[MD]: Every board member gets the same amount of information the public does, which is the agenda items.

[JD]: What about the package with the contracts?

[MD]: That is a separate subcommittee that sent bids out through our law firm and that isn't distributed to the public. Not until the end, at the end everyone looks and says oh that's what you did, that's what you bid, so forth and so forth.

[JD]: Got it ok, ok. And one last question this will be the end of it. Um why do you have to block off the front of the monument? With those seats there? With the seats, those big seats?

[DC]: This has been discussed so many times Mike I wouldn't go into it.

[JD]: Well I haven't heard the discussion but I would like an answer.

[MD]: Jeanne, I'll give you the answer and then we can move on because I think your time is up. The thought was, if you look at it from someone who lived in the area, that the monument has always been surrounded either by food trucks, and has had problems with trash, and people have skateboarding instances, and so forth and so forth. And it's a somber memorial, given something the nature of what it commemorates. So the idea was we are putting in, with the input of groups, seating, and that seating basically forms a semicircle around it so people can sit and if they want to say a prayer or have a meeting or have a remembrance they have space that is kind of contemplative and thoughtful around that incidence. That's why it's done, and the rest of it is-



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[JD]: And what about the second egress, the second egress in that section?

[MD]: Well there is a park behind it and we didn't want people walking on the lawn because the lawn would become ruined. Right and the lawn would actually wouldn't be green space, it would just be brown space.

[JD]: But if people can't use it then what's the point of it?

[MD]: No, Jeanne, and we're done on the questions, people can use it. The questions is you wanted it as a pathway or not. Your question was an egress. I don't have a problem with people using it, putting a blanket on it. Elizabeth and I talked about it. But having people walk through it constantly will create a rut and you won't be able to have a greenspace so we -

[JD]: It must be one awfully small green space.

[MD]: Well it's the best we could do Jeanne, and it's a gift to the City. And gifts should be viewed as such. And I think we're done on the comments from you, so Martin the next person.

[JD]: Ok thank you, thank you very much.

(6) **[Don Pepe]**: *Interjects with a comment.* And just for the record while we wait for the next caller. We had met with Richard previously, we actually provided alternative designs for his review, they were rejected. I just wanted it on the record that this is a continuing dialogue, to be continued yet further. But we've actually done a lot of work and committed a lot of costs redesigning to no end.



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(7) **[Richard Branca]**: Can you hear me now? Oh good I can hear you too. Ok so I'm sorry, all I was trying to say is I'd like to have a meeting, we do have plans here, site plans that were approved and reviewed by the City back when we did this, you know when we started this hotel, yada yada yada, 23 revisions on one site plan alone. So there's a lot of work that was done years ago, I need to have this incorporated and I'm willing to work with you, just give me the chance.

[MD]: No problem, and as we've said, we'll get a meeting set up for you today and we understand your issues -

[RB] Alright who do I do this, it would be with Martin then, Martin you and I are going to set up the meeting?

[DC]: You can continue with Don, I think that would be appropriate.

[RB]: Well Don was a, I have to go through Don, is that what you're saying to me, with this approval?

[MD]: Well Don is our attorney.

[Don Pepe]: Richard, email me with your availability over the next two weeks and I will share those dates with Elizabeth and Mike and we'll find a mutually convenient time.

[RB]: Ok that will be fine thank you very much.

Adjournment is motioned by Jeremy Farrell and seconded by Andy Siegel, approved unanimously. Meeting is adjourned at 2:33 PM.

Approved By: 