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

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**Minutes of the Regular Meeting of the Board of Directors**

November 18, 2020

1:00 PM

Virtual Meeting

Called by the Exchange Place Alliance Special Improvement District

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**Staff Attendance:** Elizabeth Cain, Martin Schmid, Mirna Botros

**Attendance:** Andy Siegel, Donald Pepe, Michael DeMarco, Council President Joyce Watterman, Edyta Espasa (for Steve Pozycki), Jay Rhatican (for Gus Milano), Ricardo Cardoso, Ashley Brinn, Jeremy Farrell, Kia Deadwyler, Seth Kramer

**Public Attendance:** 15512001352, 15514973207, 17325901526, 19083706439, Ashley Cotton, Dean Cingolani, Jeanne Daly, Krystyna P, Nick Fischetti, Velma Mendes, 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 August 19, 2020 Board Meeting Minutes**

Andy Siegel first motion, Edyta Espasa second motion, approved unanimously.

**5. Board Vacancy**



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Deidre Crockett, former board member, submitted her resignation. The vacancy on the board of directors was filled by Ricardo Cardoso. Andy Siegel first motion, Mike DeMarco second motion, approved unanimously.

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Andy Siegel makes a motion to amend the bylaws to allow for a public health emergency extension of board members' terms for one year to obviate election requirements in 2021 due to the COVID-19 pandemic. Mike DeMarco concurs and notes the difficulty that will be encountered when soliciting stakeholder participation in the election process. Edyta Espasa seconds the motion, Ricardo Cardoso voices his objection. Motion passes. Mike DeMarco then asks Ricardo Cardoso if he would like to fill the Treasurer position now vacant. Cardoso declines.

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**6. 401(k) Benefit Program for Employees of the Exchange Place Alliance**

Mike DeMarco provides context for this program, noting the desire for employee retention and creating a competitive pay package. This particular benefit program is notably missing, DeMarco says. Andy Siegel mentions that the Liberty Humane Society is undergoing a similar process and notes that it is an important part of maintaining an organization. Joyce Watterman first motion, Mike DeMarco second motion, approved unanimously.

**7. FY20 Independent Auditor's Report**

Mike DeMarco provides context of the organization's financial activities. Mike DeMarco makes a first motion to accept the report. Ricardo Cardoso seconded the motion. Approved unanimously.

**8. Capital Improvements Update**





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Director Cain reviews the City Council's recent approval to transform Exchange Place into a Pedestrian Mall. She notes that the next step is to apply to NJEPA for appropriate permits. Director Cain notes that because the timeline from NJEPA to review the renovation plans is extensive - at least 6 months - the Exchange Place Alliance would like to secure temporary features in the interim. These include planters, concrete blocks, and branded slipcovers for the concrete blocks. Andy Siegel makes an inquiry on the rating of the concrete blocks. Director Cain mentions that the total cost for this project is about \$65,000. Ricardo Cardoso would like to review this with Mack-Cali's design team before giving his approval. Mike DeMarco suggests this to be reviewed at the next board meeting in February 2021. Director Cain then reviews the work progress on Paulus Hook Park: new landscaping, lighting, sidewalk repairs, fencing, playground equipment, and holiday decorations. Andy Siegel inquires about the status of the 99 Hudson contribution check, Don Pepe replies that a check is currently in the mail. Director Cain reviews outstanding items, notably fence removal. Andy Siegel remarks that there are no large playgrounds in this vicinity and this will become a preeminent area for the community to enjoy.

**9. Wayfinding Design Review and Selections**

Director Cain reviews the schematic design documents prepared by Two Twelve and solicits feedback from the board of directors.

**10. Two Twelve proposal for image sourcing, research, and writing for interpretive signage along the Hudson River Waterfront Walkway**

Mike DeMarco makes the first motion, Andy Siegel seconds the motion. Approved unanimously.

**11. Events**



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Director Cain provides an overview of past and future events. She reviews the movie night event that took place in October, noting that there were about 150 people in attendance and 40 cars. Director Cain seeks approval to host up to ten movie nights between now and the summer. Ricardo Cardoso will look into allowing the Exchange Place Alliance to use the 107 Morgan Street lot. DeMarco suggests approving the requested budget at this meeting and Cardoso notes that it is contingent on the approval of the use of space. DeMarco suggests a budget of \$7,500 per movie for a total budget of \$75,000. Joyce Watterman makes an inquiry about charging admission for the event. Director Cain would rather not charge but suggests a partner organization, like JC Families, could charge a minimal amount or ask for a suggested donation and keep the funds. Jeremy Farrell first motion. This allocation is approved unanimously. Director Cain also reviews the Halloween event and the tree lighting ceremony with Mayor Fulop. Director Cain then reviews the winter market proposal and suggests discussing it more in February.

**12. Public Art: Installations on Private Property**

Director Cain reviews this item that has come up in recent discussions regarding the Alliance's public art program. DeMarco suggests matching proposals with sponsors. Director Cain remarks that if there is an installation that seems to require feedback, she will present it to the board.

**13. Operations and Maintenance Review**

Staff member Martin Schmid reviews Clean Team metrics and projects that have taken place since the last board meeting: food truck grease and grime cleaning at 101 Hudson Street and Sussex Street. Director Cain remarks that the food truck ordinance has been approved and the Alliance will be meeting with the Business Administrator's office to coordinate on the rollout of this. Schmid then asks the board for feedback on finding a new Clean Team storage space, as their current space will soon undergo Whole Foods construction. Ricardo Cardoso will look into an alternative space. Andy Siegel requests that the Clean Team make a special project to tend





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to leaf-clogged storm drains. Director Cain asks for the board's feedback on keeping tables and chairs out during the winter months. DeMarco suggests taking most tables and chairs in and leaving some outside. Schmid then reviews pictures of the seasonal fall landscaping and holiday decorations. Schmid then presents Resolution 20-5 to continue Commercial District Services' contract for 2021. Mike DeMarco first motion, Andy Siegel second motion, approved unanimously. Schmid then presents the 2021 landscaping proposals. This includes a standard continuing services contract and four other expansion areas: pedestrian mall planters, Paulus Hook Park plantings, railing-mounted planters, and Port Authority barrier planters. The board would like to approve the continuing services contract and add on plantings for Paulus Hook Park. Joyce Watterman first motion, Ricardo Cardoso second, approved unanimously.

**14. Social Media Statistics**

Schmid reviews the social media statistics, noting that all metrics have improved.

**15. 2021 Board Meeting Dates**

The established board meeting dates for 2021 are as follows, at 1:00 PM: 2/24, 4/28, 6/23, 9/22, 12/1.

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Mike DeMarco opens for discussion the topic of the Nimbus donation for \$200,000. Mike DeMarco first motion, Andy Siegel second motion, approved unanimously.

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Council President Joyce Watterman brings up the topic of the Jersey City coat drive donation. Don Pepe suggests the amount of \$20,000. Mike DeMarco first motion, Andy Siegel second, approved unanimously.



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Mike DeMarco opens the meeting for public comment. Commenters' questions were answered in the Q&A function of the Zoom meeting.

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Adjournment is motioned by Mike DeMarco and approved unanimously. Meeting is adjourned at 2:11 PM.

Approved By: \_\_\_\_\_

A handwritten signature in blue ink, appearing to read "Martin Schy", is written over a horizontal line. The signature is stylized and includes a large, sweeping flourish that extends upwards and to the right.