



M I N U T E S	Board Members
	Michael J. DeMarco
	Steve Pozyccki
	Deidre Crockett
	Jeremy Farrell
	Gus Milano
	Andy Siegel
Joyce Watterman	

Minutes of the Regular Meeting of the Board of Directors

February 19, 2020

Annual Meeting

2:00 PM

Harborside Plaza 3, 4th Floor

Called by the Exchange Place Alliance Special Improvement District

Staff Attendance: Elizabeth Cain, Martin Schmid, Mirna Botros

Attendance: Seth Kramer, Don Pepe, Ashley Brinn, Mike Gorman (for Steve Pozyccki), Chad Johnstone, Andy Siegel, Deidre Crockett, Mike DeMarco, Joyce Watterman, Kia Deadwyler

Public Attendance: Dominika Orwat

1. Call to Order by Board President Michael DeMarco

2:06 PM

2. 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.

3. Roll Call

4. Approval of the December 10, 2019 Board Meeting Minutes

Andy Siegel motions to approve, Mike Gorman seconds the motion, and this motion is approved unanimously.

5. Capital Improvements Update

Director Cain discusses the Alliance's draft Pedestrian Mall legislation that was submitted to the City Administration to designate Exchange Place as a Pedestrian Mall, similar to the conversion of Newark Avenue. Director Cain also reviews the franchise ordinance in place for One Exchange Place and will be aiming to have this amended by the next board meeting. Director Cain then reviews the status of Paulus Hook Park, noting that all plans have approval. The next step will be to discuss construction scheduling for the southwest quadrant of the park



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adjacent to P.S. 16 with school officials. The other three corners will begin in late March. Board President DeMarco discusses the general outline of work, which will take on priority items within a limited budget including: gardening, landscaping, painting, fencing work, and the installation playground equipment.

6. Commercial District Services 2020 Contract Renewal (Resolution 19-2)

Andy Siegel motions to approve, Mike Gorman seconds the motion, and this motion is approved unanimously.

7. 2020 Landscaping Proposals

Director Cain reviews the RFP that was sent out to contractors and mentions that the scope of work requested was separated into two categories: the general district-wide landscaping and the targeted Montgomery Street planter proposals to allow the Board to survey costs of each type of project. Mike DeMarco suggests that the Board move forward with the purchase of the planters. Andy Siegel motions to approve resolution 19-4, authorizing the purchase of planters, and is seconded by Mike Gorman. Resolution 19-4 is approved unanimously for a budget up to \$15,000. Mike DeMarco requests more detail on the pricing breakdown of each landscaping proposal before a final decision is made.

8. Tree Pit Study and Tree Ordinance

Director Cain reviews suggested amendments to the Jersey City tree ordinance by Sustainable Jersey City, Friends of the Society Hill Walkway, and the Jersey City Parks Coalition. Director Cain specifically mentions proposed language about a maintenance plan required for Special Improvement and Business Districts that requires approval from the Shade Tree Commission. Martin Schmid reviews the Alliance's survey map of empty tree pits throughout the district, noting that there are currently 78 empty tree pits within the SID. Mike DeMarco provides potential reasons a tree may die once planted: incorrect/toxic soil, leeching issues if a particular site was not remediated properly, or that a tree pit is not big enough to support the tree itself. DeMarco also suggests planting bushes if trees are not feasible. DeMarco requests that a list be put together with photos of empty tree pits and associated property owners and that the Alliance look into doing soil sample testing to first determine the health of each pit.



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DeMarco also requests that the Alliance look into any additional sites where trees are not currently planted but that may be viable.

9. Operations and Maintenance Review

Martin Schmid reviews the Clean Team statistics between 12/10/19 (last board meeting) to date: 208 instances of poster and sticker removal, 110 instances of graffiti removal, and 2,005 trash bags hauled out of the district, amounting to roughly 35 tons. DeMarco begins to discuss overall district cleanliness and moves into a larger discussion around food trucks. *Note: this discussion is recorded in item 12.* Schmid then reviews the Grand Street cobblestone repair work that will be taking place starting Monday 2/24/20. Schmid then reviews proposals the Alliance received for golf carts/utility vehicles. DeMarco requests that Deidre Crockett inquire about one of Mack Cali's vehicles that the Alliance could potentially use.

10. 2020 Public Art Proposals

Director Cain reviews proposals for 2020 installations. Andy Siegel motions to approve a \$100,000 2020 public art budget, with each installation not to exceed \$10,000. Mike Gorman seconds this and the motion is approved unanimously.

11. Events and Sponsorships

Andy Siegel motions to approve \$51,000 for the 2020 Jazz Fest and Pier Fest. Mike Gorman seconds this and the motion is approved unanimously. Andy Siegel motions to approve \$30,000 for the 2020 Art Fair 14C sponsorship. Mike Gorman seconds this and the motion is approved unanimously.

12. District Food Truck Proposal Review

DeMarco discusses his thinking on the current food truck policy for the SID, noting especially that food trucks should rotate periodically. Regarding fees and food truck charges, DeMarco says he is not interested in collecting these, but rather would like to ensure the cleanliness, overall maintenance, and organization of food trucks; for instance that they cannot park overnight. DeMarco also notes that food trucks can fill a service gap for certain populations that existing restaurants may not fill, for instance Halal trucks. Food trucks can also help to



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close the existence of food deserts, and DeMarco provides the example that without the internal cafeteria, Goldman Sachs at 30 Hudson would lack robust options for food. DeMarco muses that the overall goal for food trucks is that they reach full maturation and eventually open a brick and mortar site, like Mordi's Sandwich Shop. Director Cain discusses that the Alliance currently has its proposal submitted to the City and that the City's first-read ordinance 20-022 on this matter was pulled from the 2/13/20 City Council meeting.

13. Marketing

Director Cain reviews new pamphlet maps and codified brand guidelines.

14. Board Vote: 2020-2021 Budget

Andy Siegel motions to approve the 2020-2021 Exchange Place Alliance budget for \$3,250,000. Mike Gorman seconds this and the motion is approved unanimously.

15. Board and Officer Nominations, Elections, and Updates

Director Cain outlines the nominees for new board positions, noting that Jeremy Farrell would be an excellent choice because of his work with the Alliance's neighbor's at Newport and LeFrak. The current board of directors is now: Mike DeMarco, Steve Pozycki, Deidre Crockett, Jeremy Farrell, Gus Milano, Andy Siegel, and Joyce Watterman.

The meeting is motioned and approved to adjourn at 3:13 PM.

Approved By: 