



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

Minutes of the Regular Meeting of the Board of Directors

May 20, 2020

1:00 PM

Virtual Meeting

Called by the Exchange Place Alliance Special Improvement District

Staff Attendance: Elizabeth Cain, Martin Schmid, Mirna Botros

Attendance: Mike DeMarco, Don Pepe, Mike Gorman, Edyta Espasa (for Steve Pozycki), Joyce Watterman, Seth Kramer, Rudy Kucukyantiryan, Ashley Brinn, Kia Deadwyler, Deidre Crockett, Andy Siegel, James Rhatican (for Gus Milano), Jeremy Farrell

Public Attendance: Paul Schmid, Krystyna Piorkowska, Jeanne Daly, Wue M.

1. Call to Order by Board President Michael DeMarco

1:05 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 February 19, 2020 Annual Board Meeting Minutes

Andy Siegel first motion, Joyce Watterman second motion, approved unanimously.

5. Capital Improvements Update



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Director Cain reviews the status of the Paulus Hook Park construction, noting that China Construction will be wiring the funds to the attorney escrow account. Crews broke ground on Paulus Hook Park on Tuesday, May 5th with landscaping and tree pruning. The next step will be to work on the S.W. portion of the park - installing the safety surface and the playground equipment, directly over the blacktop surface. Andy Siegel asks about the prospect of getting crosswalk bump-outs installed at the intersection of Grand and Washington Streets. Director Cain discusses the fence work to be done: removing sections of the existing fence, cleaning the brownstone curbs, and repainting the existing fence that will remain. Andy Siegel asks if the chain link fencing will be removed around the S.W. quadrant. Director Cain remarks that the Exchange Place Alliance is proposing a new type of fencing to the City Architect for approval. This will enable the existing chain link and spiked fence to be taken down altogether.

Director Cain then discusses the status of Exchange Place and the pedestrian mall ordinance that is in progress. Currently the Exchange Place Alliance and the City are working to review a traffic assessment of the area completed by the City. The next steps after this is approved is to approach the DEP, which will be a longer lead time item.

6. District Wayfinding Update

Director Cain reviews the current work of the wayfinding and design firm, Two Twelve. She then reviews the proposal for the next scopes of work as outlined by Two Twelve. This includes the acquisition of various types of street furniture, new garbage cans, and banners on key transportation corridors such as Montgomery, Washington, and Hudson Streets and Christopher Columbus Drive. Director Cain reviews Resolution 20-3 to approve Two Twelve's current proposal. This includes scope 1 (consulting services to complete the sense of place effort underway), scope 2 (interpretive signage for the



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waterfront walk), and scope 3 (information and regulatory signage). Mike DeMarco requests that this resolution (20-3) be tabled.

7. Resolution 20-2 Bylaws Amendments

Director Cain reviews this current amendment to the bylaws, which adds a section codifying the ability of a Board Member to designate a proxy for functions outlined within the Bylaws. Any Siegel first motion, Mike DeMarco second motion, approved unanimously.

8. Resolution 20-1 Appointing Jeremy Farrell as Secretary of the Board of Directors for the Exchange Place Alliance District Management Corporation.

Director Cain introduces Jeremy Farrell to the Board of Directors. Mike DeMarco first motion, Joyce Watterman second motion, approved unanimously.

9. Public Art Installations and Update

Director Cain reviews the projects that are underway, for a total cost of about \$30,000, and those projects that are under review. This includes the Grundy Pier sculptures, a proposal for a large plant-based sculptural installation, a photography exhibit, different types of seating elements, and an interactive plant walk. Director Cain also provides a sidebar update to the Pedersen barriers project proposed by Port Authority along Christopher Columbus Drive. Director Cain expresses concerns regarding the fact that there are existing Jersey barriers in place that serve the goals of the proposed project and how this project will impact the work to be done on Exchange Place Plaza, along with the existing pedestrian routes that have been established with the currently



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installed Jersey barriers. Attorney Don Pepe will be working with Elizabeth to draft a letter that will put Port Authority on notice of the construction work that will shortly be coming to Exchange Place.

10. Operations and Maintenance Review

Staff member Martin Schmid reviews key operational statistics and outlines projects that have taken place since the last board meeting, including: Grand Street cobblestone repair/completion, COVID-19 sanitation and cleaning, Big Belly trash can removal, and walkway berm weeding.

11. Social Media Statistics

Staff member Mirna Botros reviews social media and marketing statistics, noting that the Exchange Place Alliance is sending out two emails per week to subscribers and business owners with resources directly related to mitigation and COVID-19 response. This includes ways to access loan and grant assistance along with resident resources to amplify the work the city is doing to respond to the current pandemic.

Director Cain opens the meeting for public comment. Member of the public Krystyna Piorkowska requests information on how to access the plans for the construction work to be done in Exchange Place. Director Cain answers that the plans are currently under review for safety considerations by the City of Jersey City and will be made available thereafter. Further discussion ensues around the nature of the overall all Exchange Place Alliance budget.



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Adjournment is motioned by Andy Siegel, Mike DeMarco seconds this, approved unanimously. Meeting is adjourned at 1:56 PM.

Approved By: _____

A handwritten signature in black ink, appearing to be "M-S", written over a horizontal line.