

June 03, 2019 | MINUTES

Meeting date | time *06/03/19 | 1:00 pm* | Meeting location *Harborside 3 4th Floor*

Meeting called by Exchange Place Alliance

Type of meeting Board Meeting

Facilitator Elizabeth Cain

Note taker Rachel Brandon

Timekeeper Rachel Brandon

Michael DeMarco, Edyta Espasa (for Steve Pozycki), Andy Siegel, Donald Pepe, Joyce Watterman, Mark Censits, Chris Bernardo, Seth Kramer.

Staff: Rachel Brandon, Elizabeth Cain

AGENDA TOPICS

- 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.

- Approval of February 19, 2019 Meeting Minutes. A motion for approval is mentioned by board member Andy Siegel, the minutes are passed unanimously. Minutes can be found at www.exchangeplacealliance.com/meetings/

Agenda topic *Executive Director's Report* | Presenter *Elizabeth Cain*

Executive Director Elizabeth Cain begins her Executive Director's Report by introducing new board member Mark Censits who is the owner of Cool Vines, a business within the Exchange Place Alliance district boundaries. Director Cain then informs the board of the Jersey City plastic bag ban that goes into effect on June 28, 2019. The Alliance hosted a meeting with local businesses within the district so that they could learn more about that ban. The Alliance has also been sharing the information on social media platforms and will order around 5,000 reusable bags to hand out to business owners and properties within the district boundaries.

As a marketing update, Director Cain mentions the City Post kiosks have been installed around the City of Jersey City and the kiosk located within the Exchange Place Plaza is currently offline while PSEG works to put a meter in the area to supply power. The Alliance will submit advertising for local businesses, a dining guide for the waterfront and other submissions that will link to the EPA website. The Exchange Place Alliance purchased an ad for the "Jersey's Best"

and two digital online components that will promote dining and public art on the New Jersey City University has reached out to the Exchange Place Alliance to build a partnership along the waterfront for light pole banners that will be in line with the Alliance's wayfinding initiative for this year.

Board member Andy Siegel mentions the increased activity on the waterfront this summer with the Jersey City Jazz festival kickoff on Friday May 31st the JC Families Kids run June 1st and additional events throughout the weekend.

Director Cain then updates the board on the financial state of the Exchange Place Alliance stating that there is a total of \$3,144,125.85 in liabilities and equity. Cain mentions that the fiscal year will be ending soon, and funds will be used towards our capital improvement projects.

As a staff update, Director Cain states that our two high school interns who had been working for the Alliance for nearly a year are graduating high school and will be ending their internships. Cain also states that the Alliance is hiring a part time event coordinator to help with the production of this summer's events including the July fourth celebration.

Agenda topic Capital Improvements Update: Paulus Hook Park | Presenter Elizabeth Cain

Director Elizabeth Cain explains to the board that the Exchange Place Alliance has been working diligently on the Paulus Hook Park that the Alliance added to the district boundaries a few months ago on Grand Street and Washington Street. Cain explains that the plans designed by Dresdner Robin have been done for quite some time and have been with the City of Jersey City's planning office and is now with the City of Jersey City's historic preservation commission. The Alliance and Dresdner Robin will present to the historic commission at the end of June. Board President Michael DeMarco mentions that changes to Paulus Hook Park will be minimal but will include new landscaping, the planting of new vegetation and a kid's park. Board member Andy Siegel reiterates this saying the plans do not show any excavation or large-scale changes to the historic park and that the neighborhood overall is excited about the possibility of a kid's play equipment.

Agenda topic Policy Update: Food Trucks | Presenter Elizabeth Cain

Director Elizabeth Cain explains to the board that the Exchange Place Alliance has had many issues with food trucks in the district parking illegally and that she has personally been working with the City of Jersey City on this issue for two years. Cain mentions that former councilwoman Candace Osbourne worked on a pilot program for food trucks on the waterfront and that the pilot seemed to work except for enforcement and safety regulations. The Alliance's focus will now be upon improving these components of the food truck policy along the waterfront. The Alliance has proposed to charge for spaces on food truck accessible streets and there is currently an ordinance in the works with the City Council. Director Cain feels that the spaces should be auctioned off and Board President Michael DeMarco feels that the spaces should be a lottery and

a variety of trucks should be rotated throughout the waterfront not allowing the same truck to park every day. Director Cain goes on to say that the Alliance has been in contact with membership about these concerns and trash removal, illegal parking are all concerns of membership. Chris Bernardo mentions that Newark, in their Ironbound special Improvement District has made great strides in this area writing an entire guidebook for mobile food vendors which includes insurance requirements and even uniforms.

Agenda topic *Introduction from Chris Bernardo from Commercial District Services* | **Presenter** Elizabeth Cain and Chris Bernardo

Director Elizabeth Cain introduces Chris Bernardo, president of Commercial District Services. As of June 1st CDS, is the official maintenance provider. Chris introduces himself to the board and thanks them for the opportunity to serve the Exchange Place Alliance district and the Waterfront area in general. Bernardo explains that his firm works in about 24 different areas around New Jersey and has a base in Jersey City including the Colgate area of the waterfront. The schedule for the Exchange Place Alliance maintenance team is roughly 7 AM to 9 PM depending on the need and the season.

Agenda topic *Resolution to Approve Commercial District Services as the Maintenance Provider for the Exchange Place Alliance District* | **Presenter** Elizabeth Cain

A formal resolution to approve CDS as the maintenance provider for the Exchange Place Alliance Special Improvement District. Andy Siegel motions for approval, Michael DeMarco seconds the vote and the resolution is unanimously passed.

Director Cain reiterates to the board that CDS will be providing extensive power washing services, hauling trash and other special projects that were not formerly performed by the previous maintenance provider.

Agenda topic *Safety and Security Updates* | **Presenter** Elizabeth Cain

Executive Director Elizabeth Cain presents the topic of Safety and Security, specifically the bollards that have been installed around the Goldman Sachs property that will provide additional safety for pedestrians from vehicular traffic. Now that these bollards are in place and providing additional safety, the Alliance will work with Goldman Sachs to provide the area with tables, chairs and umbrellas along the Colgate portion of the waterfront. Director Cain will attend the next Colgate meeting on June 11th to further discuss this with the Colgate Center Property Owner's Association.

The Alliance has continued to work with Garden state Episcopal organization that focuses on homelessness in Hudson County. The Alliance has seen a great deal of improvement of homelessness on the waterfront since the partnership with Garden State began. Garden State provides the homeless population with resources and meaningful interactions.

Agenda topic PATH Updates | Presenter Elizabeth Cain

Director Cain mentions that the Port Authority has now began construction on their escalators and will work on each entrance separately. This construction comes from the PATH's initiative for flood mitigation. As a result of this construction, the CitiBike station that was in the Exchange Place Plaza will be relocated to the foot of Christopher Columbus Drive. Pedestrian traffic has improved in that area due to the repainting of the crosswalk and additional concrete barriers added.

Agenda topic Event Updates | Presenter Elizabeth Cain

Executive Director Elizabeth Cain begins the events update with a recap of the previous weekends events including the Jersey City Jazz Festival kickoff on Friday on Grundy Pier, the JC Families Kids Run held on Grundy Pier on Saturday and the Bike JC Ward Tour ending party held at the Lutze on Sunday. The Alliance placed an informational tent at the Ward Tour ending party in collaboration with the City of Jersey City's office of Sustainability. The tent included marketing materials for the Alliance and information on the plastic bag ban with giveaways.

With the 4th of July just a few weeks away, Director Cain gives the board a logistical update on the 50 Star Fire Show explaining that the layout will be very similar to the year before and all final layouts and information will be distributed to membership accordingly. The last voting item of the meeting is the July 4th sponsorship from the Exchange Place Alliance. The Alliance is proposing to sponsor the event with \$100,000. Board President Michael DeMarco explains that this is a large-scale event that bring a lot of traffic to the area and all proceeds will be donated to charity. The proceeds are expected to be around \$200,000. Andy Siegel motions to accept the sponsorship and President Michael DeMarco seconds the motion, all voting members vote yes allowing the sponsorship to pass unanimously.

Approved By: Michael DeMarco