

August 7, 2018 | MINUTES

Meeting date | time *8/07/18 | 1:00 pm* | Meeting location *Harborside 3 4th Floor*

Meeting called by	Exchange Place Alliance	Michael DeMarco, Edyta Espasa (for Steve Pozycki), Andy Siegel, Andrew Marshall, Donald Pepe, Jay Rhatican (for Gus Milano), Joyce Watterman, Diedre Crockett (for Chris DeLorenzo)
Type of meeting	Board Meeting	
Facilitator	Elizabeth Cain	
Note taker	Rachel Brandon	<i>Staff: Rachel Brandon, Elizabeth Cain, Mirna Botros, Stacy Choi, Nyrea' Cross, and Karreem Mohammed.</i>
Timekeeper	Mirna Botros	

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 June 26, 2018 Meeting Minutes. Minutes can be found at www.exchangeplacealliance.com/meetings/

Agenda topic *Financial Review* | Presenter *Elizabeth Cain*

Executive Director Elizabeth Cain explains to the board and Exchange Place Alliance staff the current financial state of the Alliance. The Exchange Place Alliance's total liabilities and equities equate to \$1,840,889. Monthly expenses include the Street Plus Clean team, payroll, and authorized expenses. Street Plus accounts for \$29,718 each month. The Alliance is expecting the next income from tax assessments after our budget goes before the City Council. Elizabeth also explains that the Alliance is required, by the City of Jersey City to undergo an annual audit. After interviewing 3 candidates, The Exchange Place Alliance seeks the services of Bridget Hartnett of Sobel & Co. partner in her firm that came highly recommended. The price of the audit will be around \$10,250 with the possibility of additional costs if tax reporting and/or government audit is deemed necessary.

Agenda topic Intern Introductions | Presenter Rachel Brandon

Rachel Brandon, Exchange Place Alliance full time staff, begins the intern introductions by stating that the Exchange Place Alliance hired four interns for the summer internship program. Rachel outlines that all hired interns are from Jersey City as that was an initiative of the Alliance to hire local students and give them work experience within the non-profit sector. There are two administrative interns, Stacy Choi and Nyrea Cross; a Marketing intern, Mirna Botros and an operations intern, Karreem Mohammed. Each of the interns introduced themselves, stating their school, their neighborhood and what they will be working on at the Alliance.

Agenda topic Annual Report Review | Presenter Elizabeth Cain

Executive Director Elizabeth Cain presents the annual report to the board and members. The annual report details all of the work the Alliance has completed during the 2017-2018 fiscal year. The report is passed unanimously. The Exchange Place Alliance Annual Report can be found here: https://www.exchangeplacealliance.com/s/EPA_AnnualReport.pdf

Agenda topic Capital Improvements Update: Exchange Place Plaza | Presenter Elizabeth Cain, Grant Eula from SJP Properties, & Tom Carman from Mellilo Bauer

Tom Carman from Mellilo Bauer and Grant Eula from SJP properties presented the most updated plans for the Exchange Place Plaza. Tom presented renderings to the group that outlined the through walkway of the park extending from Hudson Street to the Exchange Place PATH station. The renderings also outlined the landscaping that will be around the walkway as well as the lawn area that will be used for leisure. All plants that are in the proposal are expected to be low maintenance and fruitful even with the water spray and winds within the Exchange Place Alliance district. Grant Eula and Tom presented the comfort pavilion concepts. Tom gave details about the pump room outlining its capabilities and services. Renderings on the comfort station were shown to the board members and staff showing the cementitious plank trellis, cementitious plank siding, formed metal siding around the building and the green wall and transit infographics on either side. Trellis walls are proposed to be present on both the southeast corner and northwest corner.

All board members take a few minutes to review the Environmental Graphic Design Proposal for the Exchange Place Park proposed by Leverage. Elizabeth Cain begins the conversation by explaining that due diligence process of the Exchange Place Plaza Improvements has begun. There will be public presentations to follow and permitting should begin in November. Board Member Andy Siegel inquires about the public processes and when they will start. Elizabeth Cain notes that the processes should be in August or September. Board President Michael DeMarco reviews the packet aloud and notes the specific wayfinding and mentions the many photo opportunities. Andy Siegel mentions that wayfinding will draw the most attention to the area. Siegel specifically notes that signage on how to leave the neighborhood and enter Liberty State Park is integral for the district. Michael DeMarco motions for an approval for the \$58,000 wayfinding proposal; 1st Andrew Marshall, 2nd Andy Siegel. The Wayfinding proposal is approved.

Elizabeth Cain states that the board needs to discuss the branding of the waterfront based on the wayfinding proposal that was approved at the June 26th Exchange Place Alliance board meeting. This topic is tabled until the next board meeting that will take place on September 18th at 1:00 PM.

Agenda topic Events Update: *Freedom and Fireworks Festival Recap* | **Presenter** Elizabeth Cain

The Freedom & Fireworks Festival was attended by over 150,000 patrons. The Exchange Place Alliance contributed to the event by coordinating and managing the carnival, all food trucks and having our clean team fully staffed throughout the day and night. The Alliance also worked with the office of Emergency Management and the Department of Public Works to ensure safe and effective driving patterns and timely removal of all trash and debris. Members of the board comment that the event was a success. Andy Siegel noted that traffic patterns were extremely improved since last year and that the residents of Paulus Hook had little to no complaints. There were a number of articles written about the event mentioning the Exchange Place Alliance in a positive light.

Agenda topic Events Update: *Freedom and Fireworks Festival Final Sponsorship* | **Presenter** Elizabeth Cain

Elizabeth Cain lists the expenses for the Freedom & Fireworks Festival. The Exchange Place Alliance spent \$191,937.88 on talent, lodging, reimbursements, signage, marketing, mobile office space, production costs and the sponsorship fee to the city of Jersey City. The Alliance generated revenue from food vendors and the carnival totaling \$85,187.85.

Agenda topic Events Update: *Riverview Jazz Organization Proposal for a Fall Concert Series* | **Presenter** Elizabeth Cain

After a successful Riverview Jazz Festival Kickoff on June 1st, the Riverview Jazz Organization submitted a proposal to the Exchange Place Alliance for a Fall concert series featuring Latin musicians and themes. Elizabeth explains that Riverview Jazz will be very involved in production and finding the artists while the Exchange Place Alliance will be responsible for recruiting and managing the food trucks, obtain permits for the bar, and providing access to the pier. The total cost of the series is \$36,000. The board approves this event with a motion from Michael DeMarco, and a second from Councilwoman Joyce Watterman and Andy Siegel.

Agenda topic Events Update: *Holiday Decor* | **Presenter** Elizabeth Cain

The Exchange Place Alliance is accepting proposals for holiday lights and décor. So far, the Alliance has been in touch with Holiday Image and Christmas Décor of Rutherford. The Exchange Place Alliance is seeking the budget approval of \$50,000. Elizabeth Cain explain that the Alliance will likely not spend \$50,000 but does not want to limit our options on installations for Grundy Pier. The board unanimously approves the holiday décor budget.

Agenda topic *Events Update: Art 14C Fair at The Hyatt Regency* | Presenter Elizabeth Cain

Elizabeth Cain informs the board that there will be an upcoming art fair at the Hyatt Regency in March. The organizer has reached out to the Exchange Place Alliance for assistance in regards to marketing for the event as it is in our district. The Alliance will provide marketing assistance to the organizer. More will be discussed on this event at the net board meeting on September 18th.

Agenda topic *District Repairs, Event Updates and Maintenance* | Presenter Rachel Brandon

Rachel Brandon presents a PowerPoint presentation report complete with Freedom & Fireworks photos, social media statistics, website statistics and photos from repairs and maintenance that have been resolved since the last board meeting. www.exchangeplacealliance.com received 822 unique visitors between June 26th and August 7th. The Exchange Place Alliance newsletter has a total audience of 626 members with 17 recently added. The Exchange Place Alliance Instagram account has a total of 1,145 followers as of August 7, 2018. The Exchange Place Alliance Facebook account has a total of 443 “likes” as of August 7, 2018. Both accounts, separately, are reaching nearly 600 people a month.

The repairs within the district since June 26th include light rail repairs on Hudson and Columbus, sign repair, curb cleaning, graffiti removal and the painting of black light poles. The report can be found here: <https://www.exchangeplacealliance.com/district-repairs/>

Approved By: _____



Name: Andrew Marshall

Title: Secretary