

January 15, 2019 | MINUTES

Meeting date | time *01/15/19 | 1:00 pm* | Meeting location *Harborside 3 4th Floor*

Meeting called by	Exchange Place Alliance	Michael DeMarco, Edyta Espasa (for Steve Pozycki), Andy Siegel, Donald Pepe, Jay Rhatican (for Gus Milano), Joyce Watterman, Diedre Crockett (for Chris DeLorenzo), Joyce Watterman
Type of meeting	Board Meeting	
Facilitator	Elizabeth Cain	
Note taker	Rachel Brandon	<i>Staff: Rachel Brandon, Elizabeth Cain, Mirna Botros and members of the public</i>
Timekeeper	Rachel Brandon	

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 October 30, 2018 Meeting Minutes. Minutes can be found at www.exchangeplacealliance.com/meetings/

Agenda topic Executive Director's Report | Presenter Elizabeth Cain

Executive Director Elizabeth Cain explains that the construction on the Exchange Place PATH train station has now begun so more traffic will be in the district on the weekends due to the ferry connection into Manhattan from Harborside. Andy Siegel mentions the issues that residents are having with walking into the PATH station scanning in, getting a ticket and then going to the ferry. Elizabeth responds, informing Andy that this has been a concern brought up several times—including by the Hyatt Regency. Elizabeth explains that she plans to email the Port Authority. Board President Michael DeMarco mentions that there are 11,000 people each weekend displaced by the PATH waiting for the ferry in the cold. DeMarco states he plans to work with the Port Authority to provide a warm place for people to await the ferry. Siegel also comments on the lack of informative signage around the PATH closure.

Cain continues with her report informing the board that there will be filming in the district in the coming weeks. As discussed in previous meetings, the Alliance has a goal to brand the district

with Wayfinding tools. Cain states that the City placed Kiosks will be installed soon, there has been no exact dates set but the Alliance has begun to draft content that will appear on the kiosks. Content will include maps, historic facts, points of interest within our district and interactive ads that drive traction to our website.

Elizabeth Cain informs the board of the new parking ordinance that has been introduced by our district's Councilman. Cain asks Andy Siegel how the neighborhood is reacting and if he has received any public comments. Andy replies that the neighborhood is generally on board with the ordinance. The new ordinance will be more permits based and in favor of residential parkers in Paulus Hook versus those who are looking for a free spot in the area without a permit. Siegel addresses the board about the Grand Street prohibition of trucks that was introduced fourteen years ago, stating that the neighborhood will again enforce the rule of no large trucks traveling down Grand due to safety concerns. Siegel continues by saying that those who are involved in development and business on the waterfront should give directions to couriers and large trucks on how to get down to the waterfront.

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 bank account as of January 15th has about \$253,643 dollars in the Bank of America account. Elizabeth Cain explains that the assessments have been sent out to fund the alliance and are beginning to trickle in. We are expecting the checks and vouchers in February when they are due to the city.

Agenda topic Resolution to amend Exchange Place Alliance By-Laws | Presenter Elizabeth Cain

Executive Director Cain explains that the Alliance needs to amend certain aspects of the by-laws such as when the annual meeting is held, when the budget is voted on, etc. Board members received a copy of the updated by-laws on January 14th. Andy Siegel motions to approve the changes and Jay Rhatican seconds the motion.

Agenda topic Exchange Place Alliance Annual Meeting | Presenter Elizabeth Cain

Executive Director Elizabeth Cain moves on to the topic of the annual meeting that will be held on February 19, 2019. She explains that the Alliance will send out a postcard with all the meeting details and asking membership to submit nominations for incoming board members. The Alliance will also send out an email about the annual meeting as well as post details about meeting and nominations on our website.

Agenda topic 2019 Hudson County Point in Time (PIT) Count | Presenter Elizabeth Cain and Michael DeMarco

Executive Director Elizabeth Cain explains that the Alliance has been working with the City of Jersey City and Garden state Episcopal to address the displaced, and homeless needs in our

district. The Point in Time Count will be held in the coming weeks and they have set up an amazon wish list for donations to distribute to the homeless population that they encounter during the count. Exchange Place Alliance staff, Rachel Brandon states that the items on the wish list are between \$10-and \$20 and that the point in time count will serve all of Hudson County. The board agrees that the Alliance can spend up to \$2500 on items for donations to the Point in Time Count.

Agenda topic Resolution to accept Funds from 99 Hudson for Paulus Hook Park | Presenter Elizabeth Cain

Elizabeth Cain explains that this has been discussed in previous meetings; 99 Hudson has pledged to contribute \$350,000 for the development of Paulus Hook, or 4 Corners Park. Cain explains that the park plans are with the city architect and we are expecting it to move on to city planning soon. The Alliance has been working with historic preservation committee, city planning, the city architect and the Paulus Hook Neighborhood Association. Andy Siegel motions to accept the resolution and Jay Rhatican seconds.

Agenda topic Capital Improvements Update | Presenter Michael Demarco and Elizabeth Cain

Elizabeth Cain begins the conversation with a Paulus Hook Park update, again stating that we are expecting for the plans to move on to city planning soon. Siegel comments that this is essentially the park's last chance to be renovated in the near future after the previous plans fell through. Siegel mentions that he will set up a meeting with the principal of the school in Paulus Hook that the new playground will benefit. He goes on to call the park "a huge win" for the community. Michael DeMarco explains that how the park plans are designed now, it still allows for the community to raise additional funds and make updates in the future if they choose to do so. DeMarco then explains that the donated \$350,000 will be spent on a tremendous amount of landscaping, lighting and purchasing playground equipment. The renderings of the playground equipment and outline of the park were shown on the presentation board. Andy Siegel asks for the plans to be emailed to him for his meeting with the school administration. The programming of the park's four quadrants will remain how the neighborhood association initially planned them to be, minus the water feature. Concerns of lighting in the are brought up by Andy Siegel, Elizabeth explains that we are still waiting on final confirmation from PSEG but some additional lighting will be added in the plans. The Alliance will also work the PSEG to repair the existing lighting. Siegel poses a question about the playground surface and safety measures. Cain responds that yes, the playground will have safety surfaces, not just the concrete that exists currently and all equipment will meet current safety standards.

Elizabeth Cain explains that the Exchange Place Park is currently on hold. The City Council has voted to keep the Katyn' Monument in place in perpetuity. The Alliance will now work to revise design plans of the park to incorporate the monument.

Agenda topic *Events Update* | Presenter *Elizabeth Cain*

The 14C Art Fair is coming to the Hyatt Regency Hotel in March. The Alliance is sponsoring the event and has been working with the Art14C organizers and providing graphic and web design support to the event.

The Alliance is now taking proposals for public art installations. Staff member Rachel Brandon presents a slideshow of proposals to the board for their review. Elizabeth explains that we have hired a consultant to manage and solicit proposals for the art. Selected proposals will be installed during the warmer months on a schedule and can be proposed as permanent and

Last year, Pier Fest was held on Grundy Pier four Friday nights in a row at the end of September and beginning of October. The warmer nights we saw close to 2000 and the colder nights there were around 1300 people. Riverview Jazz has submitted a proposal for a 2019 Pierfest. The board has decided to table this proposal until our February meeting.

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

Staff member Rachel Brandon presents a PowerPoint presentation report complete with Small Business Saturday promotion recap, social media statistics, website statistics and photos from repairs and maintenance that have been resolved since the last board meeting. The report can be found here: <https://www.exchangeplacealliance.com/district-repairs/>

Approved By:  _____

Name:

Title: