

February 19, 2019 | MINUTES

Meeting date | time *02/19/19 | 1:00 pm* | Meeting location *Harborside 3 7th 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, Andrew Marshall, Donald Pepe, Jay Rhatigan (for Gus Milano), Joyce Watterman, Diedre Crockett (for Chris DeLorenzo)

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 January 15, 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 begins her Executive Director's Report by mentioning the Plastic Bag Ban that the City of Jersey City will be enforcing beginning on June 28, 2019. She explains how The Exchange Place Alliance has partnered with the City of Jersey City's Office of Sustainability to hold an informational meeting on March 27, 2019 for retailers and businesses within the district to answer any proposed questions and give more detail about new ordinance that will be put in place in June. Director Cain goes on to say that residential information sessions about the upcoming Plastic Bag Ban is also being held by the Paulus Hook Neighborhood Association and the Powerhouse Arts District Neighborhood Association but the meeting that the Alliance is co-hosting is targeted towards business owners.

Director Cain moves on to give an update on the Point in Time Count donation, last board meeting a \$2,500 donation to the count was approved by the board of directors. The Alliance team received an email from the coordinator of the count at the Hudson County Alliance to end

Homelessness expressing their thanks for the donation and stating that it made a great impact for the community they are serving.

Executive Director Elizabeth Cain then discusses that the Alliance would like to improve wayfinding along the waterfront in partnership with New Jersey City University for advertising and placemaking. Andy Siegel mentions that PSEG has very strict regulations about the items put on the light poles. Cain states that she will reach out to PSEG making sure all rules and regulations are followed prior to placing the banners on the light poles and that the banners will be installed seasonally.

Director Cain then goes mentions that Phase 1 of the CityPost Kiosks are being installed throughout Jersey City, the first kiosk will be located at the Exchange Place Plaza, there should be about a total of five kiosks throughout the district after both phases of the project are completed by the city, two future kiosks will be located by the Harborside Ferry Terminal and the Paulus Hook Ferry Terminal. The City of Jersey City plans to use this as a platform to promote community events and sell advertising, the Exchange Place Alliance is thinking of buying the advertising spots and distributing to those businesses interested. Elizabeth plans to use the CityPost Kiosks as a platform for more people to learn about the history of the Exchange Place area.

Next on Elizabeth Cain's Executive Director's Report is PATH closures. Board President Michael DeMarco voices his concerns about the closure is set for two years, he goes to mention how it will be a nuisance with all of the summer activities taking place while PATH passengers are lining up on the boardwalk. Board member Andy Siegel pitches in and says that it is already a concern since PATH is not properly communicating with their passengers in terms of where to go, what time the ferry comes, and website updates. Andy suggests that PATH needs to anticipate this as the warmer weather approaches, Michael responds by suggesting starting a campaign about PATH's poor management and failing the Jersey City residents. He continues by mentioning that PATH ridership is the lowest in January and February and increases by 40%-50% as summer approaches. Continuing with this subject, Elizabeth mentions that PATH sent over a Memorandum of Agreement pertaining to their flood and security enhancements over the next couple of years; PATH has already sent over to the City of Jersey City a map to use for staging.

Board member Andy Siegel brings up that the city is funding bollards on Newark Avenue and wanted to know if the Exchange Place area would be getting some sort of funding as well. Elizabeth responds by assuring him that there is money and PATH has money from a grant specifically for the bollards. Bollards will also be installed throughout the district through the city Essex and Sussex Streets being on the list. Andy then mentions that the type of bollards should be mentioned to ensure that deliveries and emergency vehicles can have the necessary access to the buildings within the designated areas.

Elizabeth suggests that since the Exchange Place Alliance has passed the one-year mark, meetings will be limited to four a year, May 21, September 17, and one in November if needed. Elizabeth then moves on to the Alliance's financial review stating that the assessments should be arriving soon, the Alliance should be receiving two vouchers, one for \$23,815 and one for \$1.4 million. The \$23,815 check has already been deposited into the company account and the \$1.4

million check should be arriving after the next city council meeting. She states the current amount in the Alliance's account, \$433,635 which is being used for operating expenses.

The Exchange Place Alliance is sponsoring Art Fair 14C for \$25,000, half of the amount has already been donated. Andy asks about the Alliance's audit; Elizabeth confirms that it has been completed and already sent over to the clerk's office.

Agenda topic Resolution to Approve 2019-2020 Budget | Presenter Elizabeth Cain

Executive Director Elizabeth Cain provides the board members with a draft overview of the Alliance's 2019-2020 budget. Cain explains that the finalized budget is not due to the city until April therefore giving the board members time to thoroughly look over it and adjust any changes as needed. Elizabeth then goes onto explain some increases, a \$250,000 increase which would put the total budget at \$3.25 million. She mentions that most of the budget goes towards the reserve for capital funding, traffic calming and design and construction management. She breaks down the increase by stating \$250,000 divided by the Alliance's assessment roll should be a minimal amount for those who pay it. She also states that with the building of 99 Hudson Street there should be a little more revenue coming in. Board Member Andy Siegel mentions that around 60% of this budget is reserved for capital improvements, Siegel expresses his concern that our budget is set differently than other SIDS and the City Council may need additional information and that the sooner we can turn it in, the more time it gives them to review. Andy Siegel motions to approve the 2019-2020 budget and it passes unanimously.

Agenda topic Riverview Jazz Pier Fest & Opening Party Proposal | Presenter Elizabeth Cain

Director Elizabeth Cain explains to the board that the Exchange Place Alliance has received a proposal to co-host and sponsor the Jersey City Jazz Festival Opening Party. In previous years, this has been the Riverview Jazz Festival but due to Riverview Park construction, they are rebranding and having the closing party on the Newark Ave pedestrian plaza and would like to have the opening party on Grundy Pier as they did last year. The Exchange Place Alliance would be responsible for organizing food vendors, drink vendors and set up and clean up. The total for the series of events and the opening party is proposed at \$80,000. Elizabeth goes through the breakdown of the costs with the board stating that each event is around \$8,000. This proposal is tabled until further notice.

Agenda topic Assigning Rachel Brandon as assistant secretary to the Board of Directors | Presenter Elizabeth Cain

Rachel Brandon, Exchange Place Alliance full time staff, is to be officially signed as assistant secretary to the Board of Directors. Andy Siegel makes the motion and the assignment is passed unanimously.

Agenda topic *Review of Maintenance Proposals* | Presenter *Elizabeth Cain*

Director Cain explains to the board that the Alliance sent out a Request for Proposals for the maintenance/litter clean-up contract. Cain states that the Alliance has received three responses to the RFP including Street Plus, the current provider, Lou's Landscaping and Commercial District Services. The board is presented with the RFP and all proposals that have been submitted. There is also a summary comparison that Exchange Place Alliance staff has provided giving an in-depth summary. Cain explains that maintenance services currently cost the Alliance a little over \$29,000 a month. Board President Michael DeMarco poses the question of how much trash the food trucks are leaving behind and if that is making more work for the Alliance's clean team. Andy Siegel interjects that in the morning before the team arrives, there is food truck trash spilling over the cans and that food trucks are parking illegally around the district. Director Cain explains that the Alliance is using the Word on the Street App to report these vendors that are parking illegally and that all of the buildings can help by doing the same so that there is a record of these instances with the City of Jersey City and the Health Department. Cain also goes on to say that she has been personally working with the City to regulate food trucks and make sure that repeat offenders are handled accordingly. Board President Michael DeMarco and member Andy Siegel discuss the option of putting up barriers in the Exchange Place Plaza after the Hyatt House turn in to prevent the food trucks from pulling up on the plaza. Siegel continues saying that the food trucks are leaving trash cans overflowing and trash spewing making more work for our maintenance team and we must have a solution for the food trucks. The board unanimously decides to table maintenance proposals for this meeting.

Agenda topic *Annual Membership Voting* | Presenter *Elizabeth Cain*

Executive Director Elizabeth Cain presents the annual membership voting ballots and all voting members present cast their votes, closing the meeting.

Approved By: *Michael J. DeMarco*