

June 26, 2018 | MINUTES

Meeting date | time *6/26/18* | *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 Waterman, Martin Schmid, Rachel Brandon, Elizabeth Cain, Jeanne Daly and Mike Keuldski.
Type of meeting	Board Meeting	
Facilitator	Elizabeth Cain	
Note taker	Rachel Brandon	
Timekeeper	Martin Schmid	

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.

- Introductions from Michael DeMarco. DeMarco explains that members of the public attending the meetings should hold all questions until the end. Members of the public will be given an allotted amount of time to speak on the given issues pertaining to the Exchange Place Alliance
- Approval of June 8, 2018 Meeting Minutes. Minutes can be found at exchangeplacealliance.com/meetings/

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

Executive Director Elizabeth Cain explains to the board and members of the public the current financial state of the Alliance. The Exchange Place Alliance's closing balance to date is 2,043,521.39. Monthly expenses include the Street Plus Clean team, payroll, and authorized expenses. Street Plus accounts for around \$20,000 each month. The Alliance is expecting the next income from tax assessments in late August.

Agenda topic Exchange Place Plaza Improvement Update: Environmental Graphic Design Proposal for the Exchange Place Park from Leverage | Presenter Michael DeMarco and Elizabeth Cain

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 that such as proposal will bring to the Hudson River Waterfront at Exchange Place. 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.

Agenda topic Relocation of the Katyn Memorial | Presenter Elizabeth Cain

Elizabeth Cain begins the conversation by mentioning the logistics of moving the Katyn Memorial, noting the memorial's size and stature. Cain notes that the Exchange Place Alliance and the City of Jersey City is working together to find the most effective way to move the memorial. However, the process will possibly take place by using a crane to move the statue and cart it through private property at 15 Exchange Place Jersey City, NJ 07311.

Agenda topic Four Corners Park Update | Presenter Michael DeMarco

Michael DeMarco outlines that there is \$350,000 in a fund to be used specifically for the 4 Corners Park. DeMarco also adds that the funding will expire if a definite plan is not solidified by December 31, 2018.

Agenda topic Freedom and Fireworks Festival Sponsorship Update | Presenter Elizabeth Cain

Elizabeth Cain explains that at the last board meeting on June 8th, the board approved a \$100,000 sponsorship. The Alliance will receive a bulk of these funds back through carnival and food truck fees paid by vendors at the Freedom & Fireworks Festival. Andy Siegel asks about the maintenance perimeters on July 4th and what the shifts will be. Cain explains that the Colgate Center Property Owners Association, Department of Public Works and our clean team will all be on site through the entire event noting that our clean team will most likely be in the "frozen zone." Michael DeMarco mentions that Mack-Cali maintenance staff will also be on site for the entirety of the event and will maintain all of their properties. Cain states that Department of Public Works will be stationed in the Paulus Hook neighborhood. DeMarco then asks the two members of the public what concerns they had for the area in regards to the Freedom & Fireworks Celebration. Mike Keuldski, a member of the public expressed his concern for safety

regarding the entrances and exits to the event and PATH train safety. Cain explained that there will be a number of pedestrian entrances and exits to be used by the public. She also explained that you will not be able to turn left when exiting the PATH train at Exchange Place but will rather turn right up to Christopher Columbus Drive. Jeanne Daly, also a member of the public, expressed her concerns regarding cars honking as this was a major issue for Paulus Hook at the 2017 Freedom & Fireworks Festival. Cain explained that there would be a change in the car zoning this year and that the entire waterfront will be a no car zone. All patrons that reside in the area will need a photo ID with their correct address in the neighborhood or a utility bill to prove residency. There will be no nonresidential vehicular traffic.

Agenda topic Landscaping Request for Proposals Approval | Presenter Michael DeMarco

The board takes a few minutes to again review the landscaping proposal from Gene's Landscaping. Michael DeMarco motions to accept Gene's Landscaping proposal. The proposal is approved unanimously.

Agenda topic District Repairs and Maintenance | Presenter Martin Schmid

Martin Schmid, Programing and Research Assistant at the Exchange Place Alliance, presents a report complete with photos from repairs and maintenance that have been resolved since the last board meeting. The presentation included repaired Light Rail tracks, a repaired sign, the clean team cleaning the site of an automobile accident, light cover repairs and more. Andy Siegel voices his concern about Light Rail closures. Sigel suggests that they be on the Exchange Place Alliance website. Rachel Brandon of the Exchange Place Alliance mentioned that the New Jersey Transit police were present the previous weekend. District Repairs and Maintenance Reports can be found at exchangeplacealliance.com/info

Approved By:  _____

Name: Andrew Marshall

Title: Secretary