

September 18, 2018 | MINUTES

Meeting date | time *09/18/18 | 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</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 August 7, 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 bank account as of September 18th has about 1.486 million dollars. Elizabeth Cain explains that the excess funds will be transferred into a fund designated for capital improvements. Elizabeth then explains that the Alliance should be funded again by the next meeting. Exchange Place Alliance counsel, Don Pepe interjected and explained that he prepared a resolution for the fund transfer but that the Alliance must be specific about how much will go into the capital improvements account.

Elizabeth continues the financial review by stating that there is an audit due to the City of Jersey City at the end of October. The Alliance seeks the services of Sobel & Co. and Bridget Hartnett to perform the annual audit. Bridget and her team will come in and comb through all of the financials and perform the audit. Cain asks if there are any questions and no one replies.

Agenda topic Annual Meeting | Presenter Elizabeth Cain

Executive Director Elizabeth Cain explains that the Alliance need to host an annual meeting reflecting all of the accomplishments of the past year. Cain states that the board needed to pick a different time for the December meeting anyway so the new date picked will be the annual meeting. Andy Siegel states that some dates in December may not work for him. Elizabeth replies that the Alliance will send out a survey of dates so that members can pick which dates work best for them.

Agenda topic Capital Improvements Update: Exchange Place Park | Presenter Elizabeth Cain

Executive Director Elizabeth Cain moves on to the topic of Capital Improvements. Cain explains that Elkus Manfredi, who has had a standing contract on this project is proposing an amendment to the contract. The board takes time to review the Elkus Manfredi contract within their materials. The contract is approved unanimously with Andy Siegel motioning to approve the contract and Michael DeMarco seconding the motion.

The board then moves on to review the Aqua Design contract. Aqua Design is being contracted to handle the water related design such as the splash pad. The board takes the time to review the contract. The contract is approved unanimously with Andy Siegel motioning to approve the contract and Michael DeMarco seconding the motion.

Last capital improvements contract to review is the Beam lighting contract. Elizabeth Cain explains that the purpose is to have the area green and very well lit. However, it is still up in the air whether the installed lights will be PSEG compliant so that they can service them and the city will be responsible for payment; or if the lights that will be installed will not be PSEG compliant and the Alliance will have a meter and a payment based on the meter usage. Cain explains that Beam is putting together a concise proposal showing the benefits of both PSEG compliant and non-PSEG compliant lights. The contract is approved unanimously with Andy Siegel motioning to approve the contract and Michael DeMarco seconding the motion.

Agenda topic Capital Improvements Update: 4 Corners Park | Presenter Elizabeth Cain

Executive Director Elizabeth Cain continues on to the topic of Capital Improvements, now turning the conversation to 4 Corners Park. Cain explains that the Exchange Place Alliance has been meeting regularly with the Historic Paulus Hook Association in regards to the park. Dresdner Robin is continuing to donate their services in regards to design. Cain explains that Dresdner is nearly done with the basic site plans and that the Alliance and Dresdner Robin are meeting on September 19th to further discuss. Michael DeMarco explains the concepts of the four quadrants of the park and that one quadrant is being maintained and utilized by the local school. DeMarco then explains that China Construction and 99 Hudson have agreed to donate \$350,000 but the site plans must be approved by the Jersey City Council by year end putting us on a tight

schedule. Elizabeth Cain states that there are potentially some grants that can be applied for to help fund the park and that the Alliance will likely contribute as well. She goes on to say that there will be more discussion over the amount of the contribution at next month's meeting.

Agenda topic *Internship Continuations* | **Presenter** *Elizabeth Cain*

Elizabeth Cain addresses the board stating that internship program has been successful and there are four interns the Alliance would like to keep on staff. The Alliance would like to continue the internships of Stacy and Nyrea who attend McNair High School to help with administrative tasks and work about two hours a day twice a week and Mirna, who is a student at NJCU, that has been an incredible help with marketing and social media this summer. If approved, Mirna will now take over in the operations department by going out into the field and using incredible attention to detail and addressing issues within the district. Mirna will work around 16 hours a week.

Agenda topic *Events Update: Riverview Jazz Fall Concert Series* | **Presenter** *Elizabeth Cain*

Executive Director Elizabeth Cain informs the board that the Riverview Jazz Fall Concert Series (PierFest) has been confirmed. Cain explains that the Exchange Place Alliance supported NJCU Alumni Jazz concert out on Grundy Pier by organizing food trucks and including them on PierFest marketing materials. The first PierFest will take place on Friday nights in late September and early October from 6-9 PM. The board discusses amongst themselves that this is a great opportunity for publicity of the Exchange Place Alliance. Elizabeth explains that the Alliance is preparing a strong social media campaign and sponsored posts to advertise the event are already posted.

Agenda topic *Events Update: Holiday Décor Finalization* | **Presenter** *Elizabeth Cain*

Elizabeth Cain instructs the board members to look through their packets at the renderings of the lights and garland that will be installed along the walkway and on Grundy Pier. Elizabeth explains that the Alliance will likely not spend all of the approved amount on Christmas décor. Cain then goes on to tell the board that there are challenges regarding the installation of décor because most of the light poles around the walkway and waterfront no longer have access to electricity. The board suggests adding in some décor if possible with the restrictions. Cain replies that she will see what the Christmas décor company can do and that next year with the park completed, there will be a large addition to the décor placed along the waterfront.

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

Elizabeth Cain explains that the 14C Art Fair was tabled from the last meeting and that the Jersey City arts people are putting on a large exhibition at the Hyatt Regency and are engaging a lot of

local New Jersey artists with the theme of “exits” along the New Jersey Turnpike. The curator is stating that the project will cost around \$350,000. Cain tells the board that the Alliance has their graphic designer on retainer so the Alliance has provided design services for advertisements and web design guidance. Elizabeth then tells the board that the curator is looking for seed money. Andy Siegel inquires exactly what she will use the money for. Board President, Michael DeMarco, suggests tabling this item until the next meeting.

Agenda topic Operations Update: Street Plus Contract Amendment | Presenter Elizabeth Cain

Elizabeth Cain tells the board that the Alliance seeks to amend the contract between the Exchange Place Alliance and Street Plus to reflect the site supervisor, Richard Gutierrez on staff throughout the Winter months. Cain continues the conversation saying the clean team has been a great asset to the waterfront especially during lunch and helping control and enforce food truck regulations. The clean team is documenting everything through the See Click Fix and WOTS apps leaving a paper trail of our complaints to the city, Cain says. The total cost is \$35.50 an hour and that includes full benefits for him. Richard will potentially stay on between January and March. Andy Siegel motions to approve this notion and Michael DeMarco seconds to approve this. It is approved unanimously.

Agenda topic Operations Update: Snow Removal RFP | Presenter Elizabeth Cain

The Exchange Place Alliance sent out an RFP for snow removal and the contractor from last year sent in his proposal. Elizabeth explains that the contractor is responsible for removing snow out in front of the PATH station and along walkways in the district. Michael DeMarco suggests that we table this item until next meeting so that we can further examine the proposal.

Agenda topic Operations Update: Landscaping | Presenter Elizabeth Cain

Gene’s landscaping, the longtime contractor at the Alliance will plant bulbs in all of the planters that are outlined in his current contract. These bulbs are expected to last a few years and bloom annually.

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

Rachel Brandon presents a PowerPoint presentation report complete with NJCU alumni Jazz photos, 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: Michael J. De Marco

Name: Michael J. De Marco

Title: Board President