# January 2018 | MINUTES

**Meeting date** | **time** 1/23/18 | **1:00 pm** | **Meeting location** Harborside 2 Suite 801
---|---|---|---
Meeting called by | Exchange Place Alliance | Michael DeMarco, Edyta Espasa (for Steve Pozyczki), Andy Siegel, Andrew Marshall, Christopher DeLorenzo, Donald Pepe, Crystal Paris, Jay Rhatican (for Gus Milano), Martin Schmid, Rachel Brandon, Elizabeth Cain
Type of meeting | Board Meeting
Facilitator | Elizabeth Cain
Note taker | Rachel Brandon
Timekeeper | Martin Schmid

## AGENDA TOPICS

**Agenda topic Exchange Place Plaza Improvements Update | Presenter Elizabeth Cain**

Moving along with the capital improvements at Exchange Place Plaza, a plan for temporary concrete barriers to direct the flow of traffic is now underway.

**Agenda topic 2018 Financial Update | Presenter Elizabeth Cain**

The Exchange Place Alliance has spent roughly $500,000 in operating costs.

**Agenda topic Snow Removal and Maintenance Report | Presenter Elizabeth Cain**

Snow removal for the 2017-2018 Winter has been as success with $70,750 spent on removal costs.

Block by Block and Street Plus proposals have been received and reviewed by the Exchange Place Alliance team. The board recommends revisions to the original proposal based on deployment schedules of maintenance teams.

<table>
<thead>
<tr>
<th>Action Items</th>
<th>Person responsible</th>
</tr>
</thead>
<tbody>
<tr>
<td>Three-year weather history research on weather patterns at Exchange Place</td>
<td>Martin Schmid</td>
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**Agenda topic Marketing and Advertising Update | Presenter Elizabeth Cain**

The Exchange Place Alliance official website will be released in February. Digital and print advertisement proposals from NJ.com, local magazines, PATH advertisements and bus shelter advertisements have been received.

The Exchange Place alliance will purchase these advertisements for upcoming spring events tentative to the event schedule approval by the board.
The Exchange Place Alliance will coordinate the purchasing and placement of outdoor furniture along the Hudson River walkway. Sections will be color coded by umbrellas to secure and assist with wayfinding around Exchange Place.

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<td>Measure linear footage of the Hudson River walkway from Goldman Sachs to Second Street</td>
<td>Martin Schmid</td>
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</tbody>
</table>

Approved By: ______________________________

Name: Andrew Marshall
Title: Secretary