June 8, 2018 | MINUTES

Meeting called by Exchange Place Alliance
Type of meeting    Board Meeting
Facilitator Elizabeth Cain
Note taker Rachel Brandon
Timekeeper Martin Schmid

AGENDA TOPICS

• Open Public Meetings Act of Confirmation Notice

• Introductions from Michael DeMarco. DeMarco explains that as the board grows and more members of the public attend the meetings it will be more difficult to host meetings in the Exchange Place Alliance’s conference room. Therefore, most meetings will now be held in Mack-Cali Headquarters at Harborside 3, 210 Hudson Street, Fourth Floor Conference Room.

• Approval of June 8, 2018 Meeting Minutes

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. As of June 2018, the Alliance has a net income of $2,075,000 and total assets equaling $INSERT. For this calendar year, costs include $14,000 in advertising, $8,000 to City improvements, payment of initial $100,000 Mack Cali loan, furniture totaling about $220,000, snow removal, and other expenses; expect next income in August.

Agenda topic Exchange Place Plaza Improvement Update | Presenter Michael DeMarco

Resolution of the board engaging Elkus Manfredi Architects and Thornton Tomasetti. Motion approved.

Agenda topic Resolution of the Board Authorizing the Freedom & Fireworks Celebration Sponsorship | Presenter Michael DeMarco

City of Jersey City searching for sponsorship, authorization of board to make a contribution to be regained through food truck fees and other sources of revenue. Total exposure less than $60,000. Michael DeMarco explains layout of the celebration, noting locations of the carnival, food trucks, beer and food pavilions, and stage. Andy Siegel brings voices concerns about public safety and intoxication, and garbage removal. Elizabeth Cain explains security measures, checkpoints, street closures, and litter removal, noting coverage from the Exchange Place Alliance Clean Team, Harborside maintenance staff, Colgate Center
Property Owners Association, and the Department of Public Works. Andy Siegel motions to accept resolution. Motion approved.

**Agenda topic The Exchange Place Alliance Seeks Interns | Presenter Michael DeMarco**

Michael DeMarco outlines a 6-8-week paid internship, Elizabeth Cain notes positions are especially geared for events and general office maintenance.

**Agenda topic Summer and Fall Landscaping Proposals from Gene’s Landscaping and Lou’s Landscaping | Presenter Elizabeth Cain**

Elizabeth Cain explains proposals, noting prior work from both businesses; Andy Siegel brings forward concerns about planter maintenance in front of the Korean War Memorial, Elizabeth Cain notes these are included in the scope; Michael DeMarco queries Jeanne Daly about flowers and landscaping.

**Agenda topic Streetplus, LLC Introduction with Operations Supervisor Richard Gutierrez | Presenter Richard Gutierrez**

Richard Gutierrez explains staffing schedules, maintenance crew of six people, and reviews maintenance statistics to date.

**Agenda topic Spring Furniture Update | Presenter Elizabeth Cain**

As discussed in January and February meetings, the Exchange Place Alliance coordinated 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. Tables, chairs, and color swatches were viewed by the board members. Elizabeth Cain explains the next installation is to be targeted for 70 and 90 Hudson Street in coordination with the Colgate Center Property Owners Association. Andy Siegel brings forward concerns about garbage cans and cleanup.

**Agenda topic Exchange Place Alliance Recent Events | Presenter Elizabeth Cain**

Elizabeth Cain reviews events including: Keep Jersey City Beautiful, noting the purchase of an Exchange Place Alliance-branded tent; coordination with The One, the New Jersey Tree Foundation, and the Jersey City Parks Coalition to plant trees on Washington Street between 1st and Bay Streets; Riverview Jazz Festival kickoff at Exchange Place and J. Owen Grundy Pier; Bike JC partnership with the Lutze for the Jersey City Ward Tour finish line festival; Bike to Work Week in coordination with Bike JC, Citi Bike Jersey City, NY Waterway, Liv-Cycling, Girls on Bikes, Get Women Cycling, Elizabeth Cain and highlights the Women in Cycling panel discussion; Farmers Market kickoff featuring farm to table and all-organic vendors; Go JC volunteer planting by the Downtown Community Church.

**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 street light repairs preformed by PSEG, broken bench removal, mending broken
fences, pot hole fillings, graffiti and sticker removal, water pipe cap replacements, removing news boxes, and bike lane installation on Montgomery Street.

**Agenda topic** Exchange Place Plaza Improvement Plan Review | **Presenter** Michael DeMarco

Review of architectural and landscaping schematic; transformation into a more pedestrian friendly plaza with a greater sense of arrival; concern of safety and security that is shared by the police department and Port Authority; explanation of amenities, Hyatt House turnaround and access road for 15 Exchange Place, adding greenery, pedestrian security zone on Christopher Columbus Drive; explanation of the possibility of the establishment of a City Park or franchise agreement with the Exchange Place Alliance; construction tentatively commencing late fall 2018 and aiming for completion of spring of 2019; discussion on the logistics for moving the Katyń Memorial.

**Public Comment** | **Presenter** Jeanne Daly

Jeanne Daly brings forward possibility of substitute board members becoming permanent; waterproofing of new umbrellas; need for salt tolerant planting that can handle the weather and snow; repair of light rail signals

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Approved By: ______________________________

Name: Andrew Marshall

Title: Secretary