

**PERTH AMBOY BUSINESS IMPROVEMENT DISTRICT
CITY HALL
260 High Street, Perth Amboy, NJ 08861
(732) 442-6421**

**PERTH AMBOY BUSINESS IMPROVEMENT DISTRICT
PUBLIC MEETING**

Pursuant to the Open Public Meetings Act, please note that a regular public meeting has been scheduled for the Perth Amboy Business Improvement District to take place on **Tuesday, October 20, 2020 at 4:00 pm** (in-person) at the **Raritan Bay Area YMCA Theater Room of the Public Safety Complex located at 357 New Brunswick Avenue**. Notice of this meeting has been given to the Star Ledger, the Home News Tribune, the Amboy Guardian and provided to the City Clerk's office.

Public portion has been set for a maximum time of 5 minutes per speaker.

MINUTES

I. Salute to the Flag

II. Roll Call

Name	Present	Absent	Excused
Antonio Abreu			x
Fausto Diaz	x		
Iris Diaz			x
Mayor Diaz			x
Sergio Diaz	x		
Lisett Lebron	x		
Asim Malik			x
Wilma Matey			x
Reyes Ortega	x		
Samuel Quezada	x		
Jeanette Rios*			x
Barry Rosengarten	x		
Elizabeth Sanchez	x- over zoom		
James Snyder			x
Melvin Rodriguez	x		

*Mayor's Designee

I. **Approval of Minutes**

July 30, 2020

Motion S. Quezada
Second L. Lebron
Abstention: S. Diaz

Approval of Minutes

September 15, 2020

Motion S. Diaz
Second I. Diaz
All in Favor

II. **Approval of Bill List \$86,059.53**

Reyes Ortega, Treasurer

a. **October Bill List**

Motion S. Quezada
Second M. Rodriguez
All in Favor

Discussion held regarding the COVID-19 Small Business Relief Grant. Fausto Diaz questioned if there were any outstanding grants. Response was provided that \$28K of the grant has been given to BID business owners from the BID funds, after they were reviewed and approved by OECD. The remaining funds to date are: \$2K. Overall the program released an estimate total of \$95K to business owners City-wide.

III. **Chairman's Report**

Barry Rosengarten, Chairman

a. 2019 Audit Review

Robert Butvilla gave a brief presentation on the 2019 audit report. Motion to accept the 2019 audit report.

Motion S. Diaz
Second F. Diaz
All in Favor

b. Introduce 2021 (Proposed) Budget

All members received the 2021 budget. Barry stated the following: We have a procedure to follow. Tonight we will be introducing the proposed budget, which means it's subject to change based on recommendations. Please note that the budget will also have to be introduced before the Council on October 28th to ensure that make every effort to have this approved by the end of the year. L. Lebron discussed the relativity to specific events Jeep Show and Classic Car Show for the 2021 events listing. Barry stated that it is relevant and it is an important event that brings business to the BID area. Additional promotion to drive traffic to the BID and shop downtown will be done. Sergio stated that all events promote downtown business, if events are not held directly in the downtown, the events are held to support the district. Ultimately, events are subject to change due to COVID.

Motion to introduce the 2021 Proposed Budget

Motion S. Diaz
Second S. Quezada
All in Favor

c. Dining Guide

Barry stated the following: Bob Rinklin of Essential Communications provided a proposal to the board on for a dining guide. A copy of the proposal is in the agenda packet. Bob will make a brief presentation on the cost of the design and preparation. I would like to propose that an ad hoc committee be established to plan and execute this project in order to have this ready for Small Business Saturday. The project will be phased in with an online version and a printed guide in the future (a short run).

Motion to approve the creation of the 2021 Dining Guide

Motion S. Diaz
Second L. Lebron
All in Favor

Members of the Ad Hoc 2021 Dining Guide

- 1. Reyes Ortega*
- 2. Samuel Quezada*
- 3. Fausto Diaz*
- 4. Lisett Lebron*
- 5. Melvin Rodriguez*
- 6. Elizabeth Sanchez*

d. BID Website

Barry stated: the City's Visitor's page is being developed and BID will be on the Visitor's section of the website to include a business directory, information on starting a business, social media, resources for local small business, BID map, current events, newsletter, etc. There is an expense to ensure that we don't just have a section, but an actual page on the site and the change order for this is \$2,500 that will be paid under marketing and promotion, remaining funds will be paid with unexpended funds. This has been budgeted for 2020 and 2021.
Motion to approve the BID webpage:

Motion R. Ortega
Second L. Lebron
All in Favor

IV. **Manager's Report**

Noelia Colon, Executive Director

a. NJEDA Grant Phase 3

Notes: New grant released for business owners state-wide. Information released via Constant Contact to recipients.

b. NPP COVID-19 Response Funding

Notes: \$180,000 administered by OECD with BID support, for the purchase and installation of sanitation stations, PPE, websites for restaurants in the NPP district for contactless menus and the rental assistance grant.

- c. Middlesex County Webinar for Grant Application
Notes: Working with MC to get a training/guidance for business owners on the application process.
- d. Upcoming Events
 - 1) Breast Cancer Awareness program 10/21
 - 2) Art Mural Reveal on 10-22
 - 3) Grand Opening on 10-22

V. **Closed Session (Litigation)**

Reso: No. R-06/10-20

VI. **Public Portion:**

Motion to open the public portion:

Motion S. Quezada
Second S. Diaz
All in Favor

Motion to close the public portion:

Motion S. Diaz
Second L. Lebron
All in Favor

Motion to open Closed Session:

Motion S. Quezada
Second L. Lebron
All in Favor

Notes: Update on OPRA litigation and discussion on annual meeting for 2020/2021.

VII. **Committee Report**

None

VIII. **Old Business:**

Annual Meeting

Note: No action was taken regarding the annual meeting.

IX. **New Business:**

None

X. **Adjourn:**

Motion S. Quezada
Second F. Diaz
All in Favor