

**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 **Thursday, September 30, 2021 at 4:30 pm** at City Hall Council Chambers located at 260 High Street.

Notice of this meeting has been given to the Star Ledger, the Home News Tribune, the Amboy Guardian, published on the City's website, BID board webpage, provided to the City Clerk's office for public posting (bulletin board) and posted at the side entrance of City Hall.

AGENDA

I. Salute to the Flag

II. Roll Call

Name	Present	Absent	Excused
Antonio Abreu			
Fausto Diaz			
Iris Diaz			
Mayor Helmin Caba			
Sergio Diaz			
Lisett Lebron			
Asim Malik			
Reyes Ortega			
Samuel Quezada			
<i>Mayor's Designee*</i>			
Barry Rosengarten			
Elizabeth Sanchez			
James Snyder			

III. **Consulting Services Presentation**

Diana St. John, Principal

- a. Presentation by IRun New Jersey

IV. **Chairman's Report**

Barry Rosengarten, Chairman

- a. Resolution 07-09/2021 Directing Certain Action As to Proposal by IRun New Jersey for the Perth Amboy BID Expansion Project
b. Appointment of Members to the By-Laws Committee
c. Partnership for Upcoming Halloween Event Car Parade
d. Donation of Proceeds from Perth Amboy Eats Food Tour

V. **Manager's Report**

Noelia Colon, Executive Director

- a. Perth Amboy Eats Food Tour – 10/16/2021
1) Board Volunteers
2) Ticket Sales

II. **Committee Report**

None

III. **Old Business:**

None

IV. **New Business:**

None

V. **Public Portion:**

Motion to open the public portion:

Motion _____
Second _____

Motion to close the public portion:

Motion _____
Second _____

VI. **Adjourn:**

Motion _____
Second _____



Diana St. John, Principal
South Amboy, NJ
732.586.9399

**City of Perth Amboy, NJ
Special Improvement District
Consultation Proposal**

March 30, 2021

Executive Summary

This Special Improvement District (SID) Consulting is proposed for the purpose of guiding the City of Perth Amboy Administrative staff, SID Board of Trustees/ Members, and staff on the strategic and tactical measures it must take in order to realize the successful and continued growth of the business infrastructure and the community as a whole.

The goal being that the new SID will be poised to deliver services over and above those currently provided, which will in turn position Perth Amboy as the ideal place to live, shop, work and visit by focusing on these key areas:

- Marketing
- Business Development/Improved Business Conditions
- Capital Improvements/Projects
- Community Services
- Parks & Public Services
- Revitalization

Consulting services for the new SID builds on the groundwork of the existing BID; preparing the City for future revenue streams that will be utilized to shape the area in a positive and creative way. Programs and upgrades will be attainable through a well-funded, efficient, and fiscally responsible SID.

IRun New Jersey, LLC (Diana St. John, Principal) proposes the following consultation fee for services with monthly reportable activities:

\$80/per hour billable monthly; not to exceed \$24,000 during 2021, with an option to renew after December 31, 2021, provided all parties are in agreement and satisfied.



Diana St. John

- Red Bank Visitor Center Board of Directors
 - Red Bank RiverCenter (Special Improvement District)
- Jersey Shore Convention and Visitors Bureau Executive Board
 - Co-Founder of “Red Bank Alive, a Cultural Partnership”
 - Governor’s Conference on Tourism Planning Committee
- Keynote Speaker League of Municipalities “Economic Impact of Travel and Tourism”
 - Monmouth County Arts Corridor
 - Red Bank West Side Task Force
- Red Bank Restaurant Association Committee
- Count Basie Theatre Capital Campaign PR Leader
- Count Basie Theatre Strategic Planning Committee
 - Monmouth County Arts Council Committee
 - Monmouth County Tourism Committee
- Tri City Arts Tour Committee (Red Bank, Long Branch, Asbury Park)

“Diana is very well respected in her field and is known for her keen ability to create partnerships where none existed!” Jeanne DeYoung, Director of Tourism, Monmouth County

**RESOLUTION
BY THE BOARD OF DIRECTORS OF
DOWNTOWN PERTH AMBOY BUSINESS IMPROVEMENT DISTRICT, INC. (BID)
DIRECTING CERTAIN ACTION AS TO THE PROPOSAL BY IRUN NEW JERSEY
FOR THE PERTH AMBOY BUSINESS IMPROVEMENT DISTRICT EXPANSION
PROJECT**

WHEREAS, on September 30, 2021, the Board of Directors of the Downtown Perth Amboy Business Improvement District, Inc. (“the BID” or “the Corporation”), a non-profit corporation, held a Public Meeting after duly notifying the public pursuant to and in compliance with the Open Public Meetings Act, N.J.S.A. 10:4-6;

WHEREAS, at said meeting, upon quorum being established, a motion was made, seconded and duly passed, pertaining to the consulting services proposal submitted on September 8, 2021 by Diana St. John, Principal of IRun New Jersey, directing certain action regarding the proposal as detailed below;

WHEREAS, the Board of Directors unanimously voted on September 14, 2021 to endorse the Business Improvement Expansion Project to include all businesses city-wide in the Business Improvement District to enhance economic development programming and expand business benefits to all merchants;

WHEREAS, IRun New Jersey proposes to provide services to strategically guide the BID staff and Board of Directors on the expansion project of the Business Improvement District to realize the successful and continued growth of the business infrastructure and the Perth Amboy community;

WHEREAS, this Resolution is intended by the BID and its Board to memorialize the corporate action taken by the BID through its Board,

NOW, THEREFORE, it is hereby resolved on Thursday, September 30, 2021, by the Board of Directors of the Downtown Perth Amboy Business Improvement District, Inc.as follows:

1. THAT the Chair and the Executive Committee are hereby delegated by the Board and given full discretion to decide whether or not to accept the proposal and whether or not to enter into a contract with IRun New Jersey; and
2. IF the Executive Committee decides after attorney review and counsel to enter into a contract with the terms acceptable to both IRun New Jersey and the BID, the Chair is hereby authorized to execute and bind the BID to said contract.

ADOPTED this 30th of September 2021 at a duly noticed public meeting,

DOWNTOWN PERTH AMBOY BUSINESS IMPROVEMENT DISTRICT, INC.

Reso: No. R-07/09-21

Barry Rosengarten, Chairman

Antonio Abreu, Secretary

ATTEST to form:

Noelia Colon, BID Executive Director

September 30, 2021

VOTING:

First Name	Last Name	YES	NO	Abstain	Excused
Lisett	Lebron				
Reyes	Ortega				
Samuel	Quezada				
Elizabeth	Sanchez				
Fausto	Diaz				
James G.	Snyder				
Sergio	Diaz				
Antonio	Abreu				
Asim	Malik				
Iris	Diaz				
Helmin J.	Caba, Mayor				
Chairman Barry	Rosengarten				

BAYSIDE FSC IN PARTNERSHIP WITH THE CITY OF PERTH AMBOY PRESENTS,

HALLOWEEN

PARADE

Let the parade come to you. We will share parade stops around town as we get closer to the date of the event



BAYSIDE FAMILY SUCCESS CENTER

SAVE THE DATE

30

OCTOBER

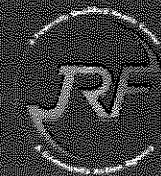
We're so excited to provide this fun, safe environment for kids, teens and their families.

Experience the thrills of our Halloween Parade safely as we drive through your neighborhood!

Receive gift bags full of treats!



The City of
PERTH AMBOY
Perth Amboy, NJ 08861
& City Council Members



THE PERTH AMBOY BUSINESS IMPROVEMENT DISTRICT PRESENTS

PERTH AMBOY EATS FOOD TOUR

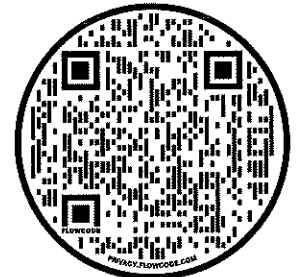
OCT-16
NOON-4PM



STARTING AT 86 SMITH STREET

\$30-Adults | \$20-Seniors, Age 60 & Over | \$15-Kids 12 & Under

MUSIC | TROLLEY SERVICE | WALKING AND TASTING OVER 20+ EATERIES



SCAN CODE FOR TICKETS!

For more info:
Contact (732) 442-6421



The City of
PERTH AMBOY
Helmin J. Caba, Honorable Mayor
& City Council Members



Advanced Tickets at : <https://www.eventbrite.com/e/perth-amboy-eats-food-tour-tickets-174781976597>