

**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, March 21, 2023 at 4:00 p.m.** at City Hall Council Chambers located at 260 High Street, Perth Amboy.

Notice of this meeting has been given to the Star-Ledger, the Home News Tribune, published on the City’s website, BID board webpage, and provided to the City Clerk’s office for public posting (bulletin board).

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

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. **Presentation:** Artie Smallwood, Owner
Video Content Creation
Mediaxis Consulting, LLC

IV. **Approval of Minutes** February 13, 2023

Motion _____
Second _____

V. **Approval of March Bill List** Lisett Lebron, Board Member
\$11,153.44

Motion _____
Second _____

VI. **Chairman's Report** Barry Rosengarten, Chairman

- a. BID Transition
 - i. Non-renewal of City and BID Shared Agreement
- b. General Updates
 - i. BID Expansion Committee Meeting
 - 1. Surveys needed from Board Members
 - 2. Next Committee meeting | March 29th
- c. 2023 Fireworks

VII. **Manager's Report**

- a. Events- Partnership Career Day 4-19-2023
- b. The Gal Project
- c. Fireworks Food Vendor Opportunity
- d. Façade Grant Inquiry

VIII. **Committee Report**
None

IX. **Old Business:**
None

X. **New Business:**
None

XI. **Public Portion:**
Motion to open the public portion:

Motion _____
Second _____

Motion to close the public portion:

Motion _____

Second _____

XII. Executive Session:

- a. **Resolution 01-03/2023-** Authorizing an Executive/Closed Session at the March 21, 2023 meeting to discuss with legal counsel pending settlement, the BID transition, and governance matters.

Motion to open Executive Session:

Motion _____

Second _____

Motion to close to Executive Session:

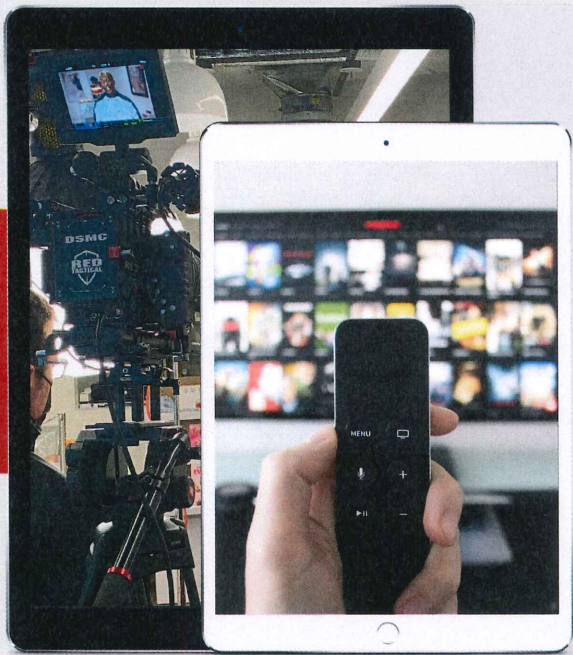
Motion _____

Second _____

XIII. Adjourn:

Motion _____

Second _____

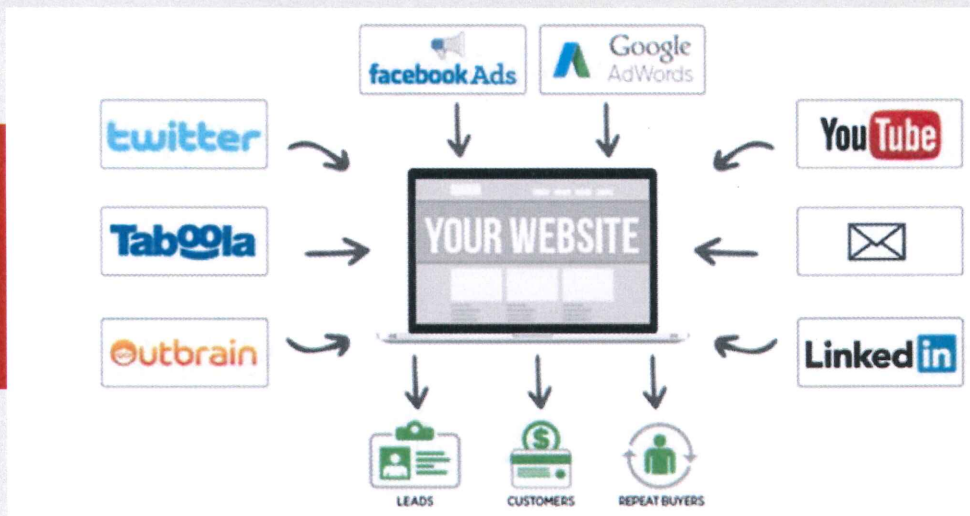


Video & Media Strategies

Showcasing Brands
Delivering New Customers

Mediaaxis Consulting, LLC

Mediaaxis Consulting, LLC



Full Service Client Solutions:

- Content Creation
- Developing Web & Social Channels
- Driving Multichannel Viewership



PARTNERSHIP BENEFITS

Video Production

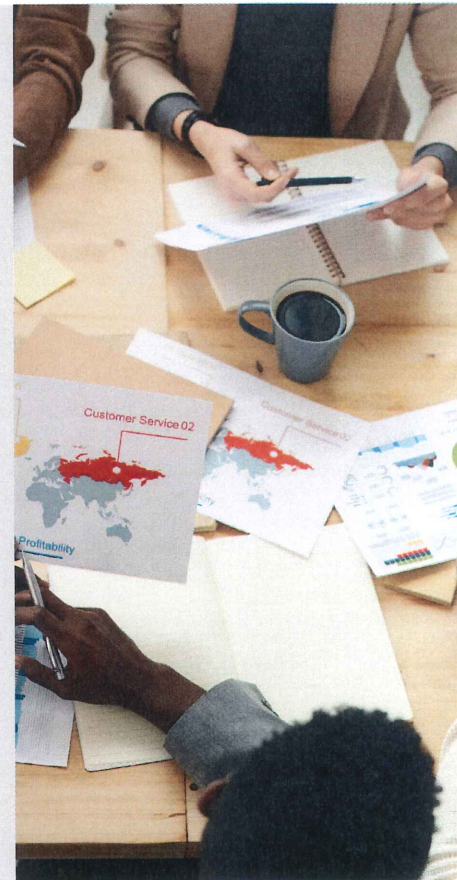
Professional, high quality, 4k video showcases your brand and services with cinema quality video. With over 25 years of experience in video production and editing, we showcase your company like a Fortune 500 business.

Cost - Effective

Elevate your brand without paying high agency costs. Our beginning to finish strategy takes your organization from concept to website and / or video that you own.

Media Placement

Following production, we can manage your placement across various media channels - online, social media, television. Targeting your desired audience to deliver customers, supported by data and metrics.



CLIENTS ARE TALKING

Mediaaxis Consulting, LLC

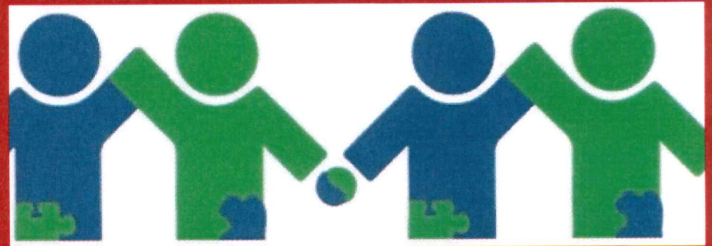
**BERNADETTE SOHLER,
V.P. CORPORATE AFFAIRS -MWC**

"I can't tell you how much we appreciated working with you and your team. Your videos are top notch. You and your crew were responsive and professional. Everyone is pleased with the final product. I look forward to more opportunities."



**LIZ MOSCA, DIRECTOR OF
DEVELOPMENT - DISABILITY ALLIES**

"Video is so important today. Their work has created a new fundraising tool and increased awareness for our non-profit. Mediaaxis has become a valuable local partner beyond their video work."



CLIENTS ARE TALKING

Mediaaxis Consulting, LLC

MANNY XIDIAS, PARTNER - BIGGER FISH MARKETING

I've partnered with Artie when he managed advertising sales and more recently as an entrepreneur. I am always confident when I refer him to our clients and know his work will be professional and dove tail perfectly with our lead generation strategy. Video is a key driver of web activity and purchases.

The logo for BiggerFish Marketing features the word "BiggerFish" in a large, blue, sans-serif font. The letter "i" in "Bigger" has a yellow dot. Below "BiggerFish", the word "MARKETING" is written in a smaller, blue, all-caps, sans-serif font. The entire logo is set against a white background within a dark red rectangular box.

JACQUELINE P. & SHONDA H., OWNERS - JP HARPER

"Our video partnership is off to an effective start. In addition to more new customers, we're receiving increased web traffic and social media engagement. The positive impact has exceeded our expectations so far."

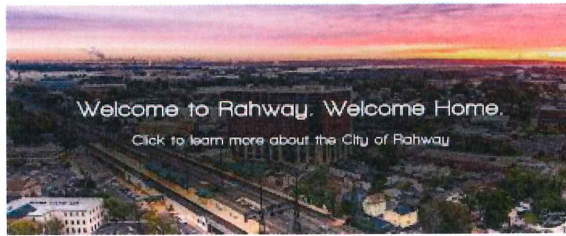
The logo for JP Harper NYC consists of the text "JP HARPER NYC" in a bold, black, sans-serif font. The text is centered within a white rectangular box that is set against a dark red background.

Past SID, UEZ & Municipal Clients



CITY OF
PATERSON
NEW JERSEY

W
DOWNTOWN WESTFIELD NJ



14 Business Leaders Share Their Predictions For Consumer Behavior In 2022



Expert Panel® Forbes Councils Member
Forbes Business Council
COUNCIL POST | Membership (Fee-Based)

1. Customers Will Become Better Informed

Well-informed customers will only become better-informed in the coming years. Working in the commercial cannabis ingredients sector, I'm constantly impressed by the increase of specialized knowledge among the public. **With the rise of audio and visual mediums, brands must lean into creating educational content that meets consumers at their level on their platforms and doesn't speak down to them.** - [Chris Gerlach, Synergy Life Science](#)

The Covid-19 pandemic has dramatically increased the need for more content, technology-based marketing and has given individuals the agency to take control of their health. In that

14. Brands Will Use More Video Content To Attract Customers

Your people, like your customers and your staff, are the most underutilized assets that your business has. The easiest way to turn shoppers into buyers is to build fast consumer trust by leveraging your real customers to tell a variety of different stories on video for things like video reviews for your website, TikTok videos and video SEO to increase e-commerce conversions and sales. - [Bernadette Butler, StoryTap](#)



INSIDER INTELLIGENCE | eMarketer

Advertisers hone in on marketing opportunities as TV viewing evolves

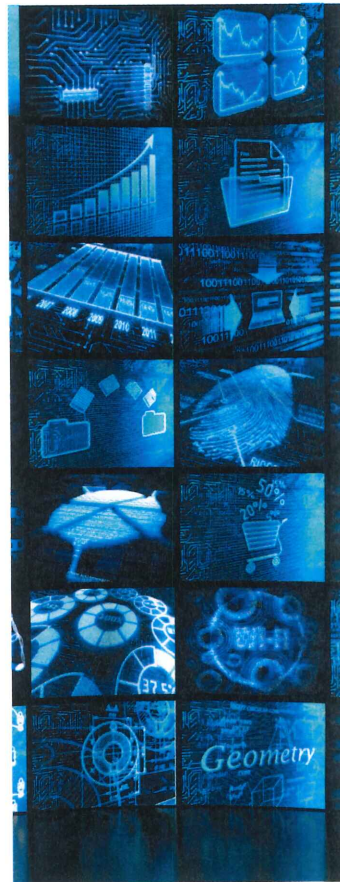
Article by Evelyn Mitchell | Nov 28, 2022

Even as linear watchers decline, opportunities to reach them with targeted ads are growing. Of the 66.4 million US households still subscribing to pay TV this year, 55.9 million (81.7%) are addressable-enabled.

Advertisers are watching the shift toward digital TV watching and decline of linear TV, and many are zeroing in on marketing opportunities with both sets of audiences.

- These changes are opening up different ways for advertisers to target and reach TV watchers.

Mediaaxis Consulting, LLC



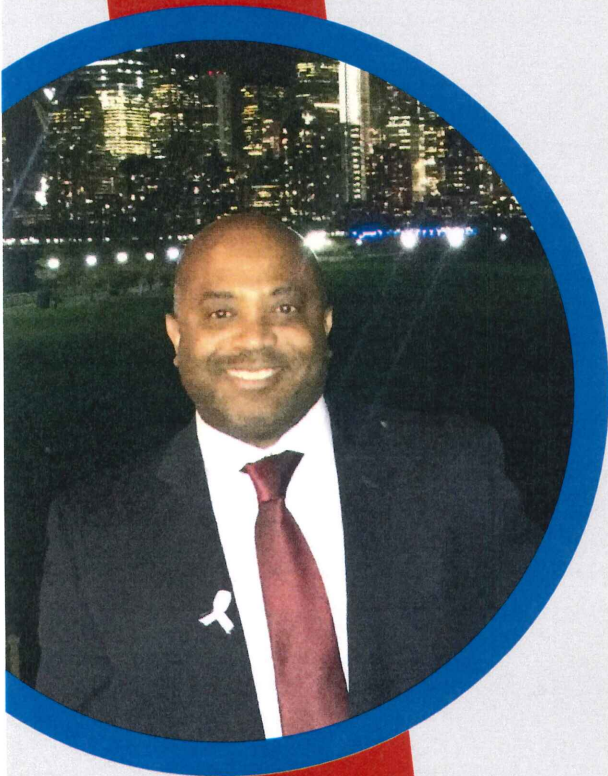


KEY OPPORTUNITIES



Mediaaxis Consulting, LLC





THANK YOU

Expand Your Reach To New Customers!
Artie Smallwood 917.226.3815

artie@thediaaxis.com

Mediaaxis Consulting, LLC

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

**PERTH AMBOY BUSINESS IMPROVEMENT DISTRICT
PUBLIC MEETING**

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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 and provided to the City Clerk’s office for public posting (bulletin board).

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- Excused at 5:13pm		
Iris Diaz	x		
Mayor Helmin Caba	x		
Sergio Diaz	x		
Lisett Lebron	x		
Asim Malik			x
Reyes Ortega	x-Excused at 5:18pm		
Samuel Quezada	x- Excused at 4:12PM		
<i>Mayor’s Designee*</i>			
Barry Rosengarten	x		
Elizabeth Sanchez		x	
James Snyder			x

III. **Approval of Minutes**

December 13, 2022

Motion A. Abreu
Second Mayor Caba
All in Favor

IV. **Approval of February Bill List**
\$41,979.87

Lisett Lebron, Board Member

Motion R. Ortega
Second S. Diaz
All in Favor

V. **Presentation:**

a. Proprietary House Feasibility Study

Cheryl Hargrove, Consultant

Chairman Rosengarten stated that The Proprietary House Association is conducting a feasibility study and seeking input from the BID and business owners on future preparations of the Proprietary House building for the 250th anniversary of the Revolutionary War. Cheryl requested feedback from the board on how we could improve tourism for the Prop House in the future.

She mentioned things like:

- *Heritage Travel*
- *National Significance in Middlesex County*
- *Lodging in the Downtown area*

Other municipalities have:

- *Partnerships with historic orgs- touring connections*
- *First Friday Activities*
- *Community Events in the downtown area.*

A number of ideas were presented by the Board of Directors and the Executive Director, including:

- *Co-branding/co-marketing*
- *Trolley to showcase historic sites*
- *Discover and tell the story*
- *School Trips to Prop House*
- *Historic Movies or Documentaries*
- *Story Telling of History*
- *Filming-*
- *Speakeasy style nightlife*
- *Governor does an annual event*
- *Exhibits (Art)*
- *Live Music- Jazz/Concerts*
- *The City to get a liquor license to share with non-profit organizations or the BID can obtain one when the reform takes place.*

VI. Chairman's Report

Barry Rosengarten, Chairman

a. General Updates

i. 2023 Adopted Budget

Chairman Rosengarten- The BID budget was approved by the City Council on December 13th.

ii. Mediation – 1-5-2023

Chairman Rosengarten- Mediation for our last pending case with Mr. Baratta took place on January 5th and a consensus was reached thanks to the mediator and the board members present. Final settlement paperwork is pending from the plaintiff, when finalized it will be presented to the entire board.

iii. Ospino Consulting Contract

Chairman Rosengarten- The Board approved Ospino Consulting to continue providing accounting services in our December meeting. The contract is attached for your review.

b. BID Expansion Meeting

Chairman Rosengarten- The BID Expansion committee meeting kicked off on January 31st. The meeting was well attended by a number of property and business owners city-wide and they were introduced to the BID and engaged in conversation regarding the assessment of the expansion project. A conversation will be ongoing for about 2 months and the next meeting is tentatively scheduled for February 22nd at 4:00 p.m.

c. Updated Façade Grant Application

Chairman Rosengarten- We are seeking the review and vote from the board on the newly revised façade grant application. The application was revised by the façade grant committee and reviewed by our attorney Daniel Guadalupe to ensure content regarding binding legal language. (Discussion? Motion to approve the application?)

Motion to approve the application.

Motion L. Lebron

Second S. Quezada

All in Favor

Review policy for: Enforcement, uniformity of awning, keep the historic integrity of the building when considering the façade changes. Bring back the classic/historic look of the building.

VII. Manager's Report

Noelia Colon, Executive Director

a. Temporary Office Relocation- 1 Olive Street

Note: Move in the last week of January and a notice of relocation was posted at City Hall and at the AFJ Community Center, matters released to BID and UEZ are being attended to at the temporary location.

b. Updates

1) BID/NPP Partnership-

Note: The deadline for submission of Hometown Hero is February 28th. We anticipate getting the banners up by the annual Memorial Day ceremony.

2) Events-

Note:

1. *CPR Training was held 2-6 and 2-8*
2. *Grand Opening: Dominican Consulate Office*
3. *Grand Opening: Sabor Latino Bar & Grill- 559 Amboy Avenue*

VIII. **Committee Report**

Lisett Lebron, Board Member

Façade Grant Committee

- a. Frutera 5 Esquina, LLC.- 159 Smith Street
- b. Zeal Auto Plug, LLC.- 304 Smith Street

Motion to approve the façade grant applications, “a.” and “b.”

Motion S. Diaz
Second Mayor Caba
All in Favor

IX. **Old Business:**

None

X. **New Business:**

Mayor Caba called for Executive Session to address personnel matters impacted by restructuring and BID expansion project.

Motion to go into closed session:

Motion Mayor Caba
Second S. Diaz
All in Favor

Notes: Executive Session was immediately adjourned, due to the nature of the topic.

XI. **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. Quezada
Second S. Diaz
All in Favor

XII. Adjourn:

Motion L. Lebron

Second I. Diaz

All in Favor

DOWNTOWN PERTH AMBOY
BUSINESS IMPROVEMENT DISTRICT, INC

March 2023
AS OF 2/13/2022
BILL LIST

Name	Date	Description	Open Balance
Pashman Stein Walder Hayden, P.C.	2/13/2023	Legal Services - Litigation - Month of January	\$ 2,614.69
		Total	\$ 2,614.69
Pashman Stein Walder Hayden, P.C.	3/8/2023	Legal Services - Litigation - Month of February	\$ 1,257.00
		Total	\$ 1,257.00
Pashman Stein Walder Hayden, P.C.	3/8/2023	Legal Services - Month of February	\$ 325.00
		Total	\$ 325.00
EDS, Inc.	4/1/2023	Consulting Services per Agreement- Payment 4 of 6	\$ 6,000.00
		Total	\$ 6,000.00
Verizon	2/24/2023	BID Phone; Jan 25, 2023 - Feb 24, 2023	\$ 76.75
		Total	\$ 76.75
Ospino Consulting	3/1/2023	Accounting Services - Month of February	\$ 880.00
		Total	\$ 880.00
		Total	\$ 11,153.44

DOWNTOWN PERTH AMBOY
BUSINESS IMPROVEMENT DISTRICT, INC

P

Total Bill List	\$ 11,153.44
Date	3/21/2023

Name	Approved
Antonio Abreu	
Lisett Lebron	
Asim Malik	
Sergio Diaz	
Mayor Helmin Caba	
Fausto Diaz	
Iris Diaz	
Reyes Ortega	
Samuel Quezada	
Elizabeth Sanchez	
James Snyder	
Chairman Rosengarten	

Motion:

Second:



Pashman Stein Walder Hayden
 Court Plaza South
 21 Main Street, Suite 200
 Hackensack, NJ 07601
 (201) 488-8200
 Tax I.D. 22-3384189

Noelia Colon, Executive Director
 Downtown Perth Amboy Business Improvement District, Inc.
 260 High Street
 Perth Amboy, NJ 08861

February 13, 2023
 Invoice #126776
 File Number: 29505-002

RE:

PROFESSIONAL SERVICES

Date	Attorney	Description	Hours
01/03/2023	DGuada	Preparation for mediation; advice and counsel to client and conference w/ Barry and Noelia.	1.60
01/05/2023	DGuada	Attended mediation with Judge O'Brien and follow up / preparation of same yesterday; review of binder materials.	4.60
01/15/2023	DGuada	Drafted settlement agreement with Baratta; consideration of issues and analysis.	1.80
01/16/2023	DGuada	More revisions to settlement agreement with Baratta; consideration of issues and analysis.	0.80
Total			8.80

DISBURSEMENTS

Description	Amount
DGR Subpoena & Messenger Service, Inc.-611151 Delivery to Middlesex County Courthouse	\$99.00
DGR Subpoena & Messenger Service, Inc.-611156 Delivery to Cohn Lifland Pearlman	\$132.00
DGR Subpoena & Messenger Service, Inc.-610602 Delivery to Middlesex County Courthouse	\$143.00
UPS-1020253225	\$40.69
Total	\$414.69

PROFESSIONAL SERVICES SUMMARY

Attorney	Description	Hours	Rate	Amount
DGuada Guadalupe, Daniel R.	Partner	8.80	\$250.00	\$2,200.00
Total		8.80		\$2,200.00

Total Fees & Disbursements \$2,614.69

Previous balance \$16,804.67

Balance due upon receipt \$19,419.36

Noelia Colon, Executive Director
Downtown Perth Amboy Business Improvement District, Inc.
260 High Street
Perth Amboy, NJ 08861

March 8, 2023
Invoice #128645
File Number: 29505-001

RE: General

PROFESSIONAL SERVICES

Date	Attorney	Description	Hours
02/03/2023	DGuada	Advice and counsel concerning [REDACTED] / [REDACTED].	0.60
02/15/2023	DGuada	Advice and counsel regarding [REDACTED].	0.70
Total			1.30

PROFESSIONAL SERVICES SUMMARY

Attorney	Description	Hours	Rate	Amount
DGuada	Guadalupe, Daniel R. Partner	1.30	\$250.00	\$325.00
Total		1.30		\$325.00

Total Fees & Disbursements	\$325.00
Previous balance	\$1,250.00
11/08/2022 Payment - Thank you, Check # 205476944	(\$1,250.00)
Balance due upon receipt	\$325.00



Pashman Stein Walder Hayden
Court Plaza South
21 Main Street, Suite 200
Hackensack, NJ 07601
(201) 488-8200
Tax I.D. 22-3384189

Noelia Colon, Executive Director
Downtown Perth Amboy Business Improvement District, Inc.
260 High Street
Perth Amboy, NJ 08861

March 8, 2023
Invoice #128644
File Number: 29505-002

RE:

PROFESSIONAL SERVICES

Date	Attorney	Description	Hours
02/03/2023	DGuada	Attention to shepherding SA and follow up with Leurs.	0.40
	Total		<hr/> 0.40

DISBURSEMENTS

Description	Amount
DGR Subpoena & Messenger Service, Inc.-614885 Delivery to Wilentz	\$150.50
Wilentz Goldman & Spitzer, P.A. Payment for Mediation	\$965.00
UPS-1020366773	\$41.50
Total	<hr/> \$1,157.00

PROFESSIONAL SERVICES SUMMARY

Attorney	Description	Hours	Rate	Amount
DGuada Guadalupe, Daniel R.	Partner	0.40	\$250.00	\$100.00
Total		0.40		\$100.00

Total Fees & Disbursements	\$1,257.00
Previous balance	\$19,419.36
02/22/2023 Payment - Thank you, Check # 206783081	(\$16,804.67)
Balance due upon receipt	\$3,871.69

Economic Development Strategists, LLC
238 Jefferson Avenue
Riveredge, NJ 07661

Invoice

Date	Invoice #
4/1/2023	396

Bill To
Downtown Perth Amboy Business Improvement District, Inc. 260 High Street Perth Amboy, NJ 08861

Description	Amount
Consulting Services per Agreement	6,000.00
Please make checks payable to: ECONOMIC DEVELOPMENT STRATEGISTS, LLC and mail to: 2587 Northside Drive/Lake Worth, FL 33462 Att: Stuart	
We appreciate your prompt payment.	Total \$6,000.00



PO BOX 489
NEWARK, NJ 07101-0489



PERTH AMBOY BUSINESS IMPROV
260 HIGH ST
PERTH AMBOY, NJ 08861-4451

00093876
K102

Manage Your Account	Account Number	Date Due
b2b.verizonwireless.com	342311378-00001	03/16/23
Change your address at http://sso.verizonenterprise.com	Invoice Number	9928527788

Quick Bill Summary

Jan 25 – Feb 24

Previous Balance <i>(see back for details)</i>	\$76.75
Payment – Thank You	-\$76.75
Balance Forward	\$0.00
Monthly Charges	\$70.00
Usage and Purchase Charges	
Messaging	\$0.00
Data	\$0.00
Surcharges and Other Charges & Credits	\$5.48
Taxes, Governmental Surcharges & Fees	\$1.27
Total Current Charges	\$76.75

Total Charges Due by March 16, 2023 \$76.75

Pay from phone	Pay on the Web	Questions:
#PMT (#768)	At b2b.verizonwireless.com	1.800.922.0204 or *611 from your phone



PERTH AMBOY BUSINESS IMPROV
260 HIGH ST
PERTH AMBOY, NJ 08861-4451

Bill Date February 24, 2023
Account Number 342311378-00001
Invoice Number 9928527788

Total Amount Due

Will be submitted to credit card on 03/14/23
DO NOT MAIL PAYMENT **\$76.75**

P.O. BOX 408
NEWARK, NJ 07101-0408



99285277880103423113780000100000007675000000076753



Invoice Number: 9928527788
 Account Number: 342311378-00001
 Date Due: 03/16/23
 Page: 3 of 6

Overview of Lines

Line	Line Description	Page Number	Monthly Charges	Usage and Purchase Charges	Equipment Charges	Surcharges and Other Credits	Taxes, Governmental Surcharges and Fees	Third-Party Charges (Includes Tax)	Total Charges	Voice Plan Usage	Messaging Usage	Data Usage	Voice Roaming	Messaging Roaming	Data Roaming
732-372-8772	Noella Colon	4	\$70.00	--	--	\$5.48	\$1.27	--	\$76.75	--	1	.662GB	--	--	--
Total Current Charges			\$70.00	\$0.00	\$0.00	\$5.48	\$1.27	\$0.00	\$76.75						



Summary for Noelia Colon: 732-372-8772

Your Plan

Business Unlimited Smartphone

\$45.00 monthly charge
Unlimited monthly minutes

UNL Text Messaging

Unlimited M2M Text
Unlimited Text Message

Email & Web Unlimited

Unlimited monthly gigabyte

UNL Picture/Video MSG

Unlimited monthly Picture & Video

Have more questions about your charges?
Get details for usage charges at
b2b.verizonwireless.com.

Monthly Charges

Business Unlimited Smartphone	02/25 - 03/24	45.00
Add Smartphn Data Access	02/25 - 03/24	25.00
		\$70.00

Usage and Purchase Charges

Messaging	Allowance	Used	Billable	Cost
Text <i>messages</i>	unlimited	1	--	--
Total Messaging				\$.00

Data	Allowance	Used	Billable	Cost
Gigabyte Usage <i>gigabytes</i>	unlimited	.662	---	--
Total Data				\$.00

Total Usage and Purchase Charges \$.00

Surcharges

Fed Universal Service Charge	.46
Regulatory Charge	.09
Administrative Charge	1.95

Other Charges and Credits

Economic Adjustment Charge	2.98
	\$5.48

Taxes, Governmental Surcharges and Fees

NJ 911 System/Emerg. Resp. Fee	.90
NJ State Sls Tax-Telco	.37
	\$1.27

Total Current Charges for 732-372-8772 \$76.75



Need-to-Know Information continued ...

Important Information Regarding Your Customer Agreement

Verizon has updated parts of your Customer Agreement. In the "My Privacy" section, we specified where customers can view privacy policies specific to their state, if any. In the "How and when can I dispute charges?" section we added where customers can access and complete an online notice of dispute form. In the "HOW DO I RESOLVE DISPUTES WITH VERIZON?" section we clarified certain provisions regarding the rules for and authority of the arbitrator as well as the rules and procedures of the bellwether arbitration proceedings applicable in the event 50 or more customers initiate notices of dispute or file complaint(s) in court which raise similar claims.

OSPINO CONSULTING LLC
60 ENGLE ST
ENGLEWOOD, NJ 07631 US
2018940021
karem@ospinoconsulting.com



INVOICE

BILL TO

Perth Amboy Business
Improvement District
260 Hight St
Perth Amboy, NJ 08861 US

INVOICE # 2022-678
DATE 03/01/2023
DUE DATE 03/16/2023
TERMS Net 15

ACTIVITY	DESCRIPTION	QTY	RATE	AMOUNT
Bookkeeping Services	Bookkeeping Services February 2023	1	880.00	880.00

Thank you for your business.

BALANCE DUE

\$880.00

JOB CAREER FAIR 2023

EXPLORE OPPORTUNITIES, BUILD YOUR FUTURE

LEARN ABOUT JOB OPPORTUNITIES WITH THESE EMPLOYERS:

- Banking
- Education
- Food Services
- Government
- Healthcare
- Hospitality
- Logistics
- Retail
- Social Services/Non-profit
- Transportation

 WEDNESDAY APRIL 12, 2023

 10:00 A.M-2:00 P.M

 MIDDLESEX COUNTY MAGNET SCHOOL 457 HIGH ST, PERTH AMBOY, NJ 08861



REGISTER TODAY:  [HTTPS://TINYURL.COM/JOBCAREERFAIR2023](https://tinyurl.com/jobcareerfair2023)

CHILDCARE TO BE PROVIDED BY FAMILY SUCCESS CENTER

FOR MORE INFORMATION CONTACT VICTOR TAVAREZ : 732-442-0384 E-MAIL @ VICTOR@PARTNERNJ.ORG



Noelia Colon

From: Angela Acosta <info@angelaatelier.com>
Sent: Wednesday, February 22, 2023 8:58 AM
To: Noelia Colon
Subject: Following up on our call.
Attachments: Atelier Magazine - GAL Project.pdf

Follow Up Flag: Follow up
Due By: Wednesday, February 22, 2023 2:00 PM
Flag Status: Flagged

Noelia,

It was a pleasure catching up with you yesterday. As promised here is the recap of my proposal.

I aim to partner with PABID to provide pro-bono branding photography services to women business owners and help increase their online visibility. I have photographed primarily service-based businesses but am open to photographing food, product, and retail businesses.

Offer Details:

- I will provide branding photography services to 5 businesses with their websites and social media platforms up and running.
- I will provide 10 digital images with instructions on how to use them.
- They also will be featured on my blog and social media posts.
- Business owners must sign a model release to allow me to cross-promote them on my blog and social platforms.
- They must complete a branding questionnaire and a short interview to capture their backstory.

The background on the pro-bono work:

I launched the Gal Project in 2021 but have recently started promoting it to get sponsorships from business owners. I've attached an overview. *I can promise you the photography, a blog article, and social media posts for each participating businesswoman. Other components may or may not be available at the time of the shoot.*

You can click [here](#) for an example of the article.

I also partnered with the [New Jersey Association of Women Business Owners](#) (NJAWBO) to promote the Gal Project (for contributors and sponsors) and to ultimately fold it into their future programming (note - this doesn't affect how I proceed with the PABID. I just wanted to put it out there.)

I look forward to hearing back from you soon.



Links contained in this email have been replaced. If you click on a link in the email above, the link will be analyzed for known threats. If a known threat is found, you will not be able to proceed to the destination. If suspicious content is detected, you will see a warning.

IT'S GAL



AS IN THE WOMAN'S
NAME MEANING "WAVE"

Words by Angela Acosta

The Gal Project is a collaborative effort between businesses and creatives who came together for this common cause: for women from under-served communities to have access to professional photography.

To borrow from Locke -- If a woman contributes greatness while on this Earth, but no one cares to photograph her, will she be seen? No. Women, in general, tend to focus on their family members rather than on their everyday successes or big milestones, hence becoming invisible. On top of that, as they age, women tend to be ignored. So it's no surprise that photography has become something to avoid or thought unnecessary. Add a socioeconomic element to the conundrum; I see beautiful, hardworking women getting lost daily. To me, photography is like exercise. It can be avoided, but in doing so, life isn't that great. Photographs allow women to see how far they've come, they enable legacies to go on for generations. Photos are essential to the female business owner's marketing and brand visibility.

Our mission is to help women leave their legacy for their children and generations to come, to help women entrepreneurs and small business owners increase their online visibility, and to promote equality by telling the stories of their important contributions.



HOW IT WORKS

It works like this: creatives and business owners pay it forward with talent or financial sponsorship. We collaborate with HMUA's, Photographers, Wardrobe Stylists, Content Creators, Public Relations Professionals, Jewelry Designers, and Virtual Assistants to help with various coordinating and various aspects of a photography shoot. Business owners who can't commit time can contribute towards the cost of a session. Every contributor participates in the cross-promotion of the project and promotes the participant's story.

VALUE DETAIL

Personal Branding

- 2-hour photography session with professional hair and makeup
- 10 digital images (1 headshot, 9 branding images, hi-res for printed material and low-res for social media, network profiles, and website)
- Retails for \$2,500

Portrait

- 2-hour photography session with professional hair and makeup
- 10 fine art prints in a leather portfolio (includes corresponding web digital for sharing on social media)
- Retails for \$2,500

10 WAYS TO PAY IT FORWARD

- Donate your talent
- Contribute towards costs
- Do interviews for us
- Write our articles
- Create our Social Media content
- Help with scheduling
- Share your knowledge
- Donate an outfit
- Assist with a shoot
- Assist with an event

CONTRIBUTORS GET TO BE PART OF SOMETHING BIG

The Shortlist of Why

1. You get to be part of a network that helps women business owners increase their visibility, and hard-working women exist in photographs.
2. You get content for your blog and social media. We'll give you everything you need to share their story on your blog and social media posts.
3. You get credit for your sponsorship through the cross-promotion effort.

How Financial Sponsorships Work

Financial contributions help cover the cost of services not readily donated by a creative, let's say, i.e. retouching, article copy, and incidental supplies. This is a not-for-profit collaboration, but we are not a registered non-profit. You'll need to check with your accountant on how to itemize your contribution.

What We Require of Each Sponsor

Each shoot sponsor must agree to cross-promote the shoot and the project. This helps fulfill our mission to spread the word about women's contributions to the world every day. This helps spread the message of equality, and for the business owner who receives a branding package, it helps boost her online visibility. You must post the article to your blog and several social media posts. Again, we provide all the assets.

CREATIVE CONTRIBUTORS*

SHOOT

You get to be part of the action and access all the behind-the-scenes assets we produce and all the benefits outlined under GOLD sponsorship below.

OTHER

The company name is featured in all communications, articles, and print materials, including social media posts/reels.

SPONSORSHIP LEVELS*

GOLD \$100

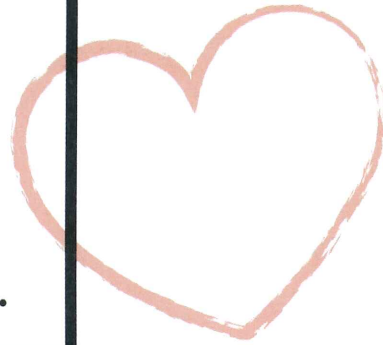
Your company logo is prominently featured on shoot communications, all blog articles, and print materials, including social media posts/reels.

SILVER \$50

Your company name is featured in all communications, articles, and print materials, including social media posts/reels.

*These benefits are on a per shoot basis. Talk to us about a long-term partnership.

UNDER-SERVED WOMEN GET THAT TRANSFORMING SHOT IN THE ARM.



A woman business owner who receives a Personal Branding package gets a boost from her community. Her digital images will get her brand message across professionally and authentically on her website, networking profiles, and social media. Finally, she increases her online visibility through our cross-promotion efforts.

A woman who receives a Portrait package ultimately leaves her legacy for future generations. But she also gets a boost from being seen and heard. Her contribution would be acknowledged through our posts. Additionally, there is the shoot which is an experience in and of itself.

How do women apply? How are they chosen? Business owners must demonstrate that they're doing the work of spreading their brand message. They must be doing the work. From there, it's a matter of availability. For women who apply for Portrait packages, it's about availability. Each applicant must be willing to sign a model release and answer a questionnaire/or agree to a short interview so we can use their images in the cross-promotion and share their story.

We accept applications online.



Fireworks

★ SPECTACULAR ★

★ CALL TO VENDORS ★

FOOD TRUCKS | BANDS | ARTISANS

 Monday, July 3, 2023  3:00 p.m. 9:00 p.m.
Rain date: Wednesday, July 5, 2023

 Sadowski Parkway, Perth Amboy

ALL VENDORS MUST BE REGISTER ONLINE!
Food and fire permits are required for all food vendors



REGISTER NOW: [TINYURL.COM/ FIREWORKS-2023](https://tinyurl.com/fireworks-2023)

APPLICATIONS DUE BY JUNE 1ST



For more information, contact us at
(732) 442 - 4000 or by email:
reclader@perthamboynj.org
www.celebratestarsandstripes.com



**RESOLUTION
BY THE BOARD OF DIRECTORS OF
DOWNTOWN PERTH AMBOY BUSINESS IMPROVEMENT DISTRICT, INC. (BID)
AUTHORIZING EXECUTIVE CLOSED SESSION**

WHEREAS, on March 21, 2023, 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 (“the Act”);

WHEREAS, at said meeting, upon quorum being established, a motion was made pursuant to the Act to hold an executive “closed session” in order to discuss with legal counsel pending settlement, the BID transition and governance matters which discussion is exempt from disclosure to the public under the Act, as it involves privileged legal advice;

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 Tuesday, March 21, 2023, by the Board of Directors of the Downtown Perth Amboy Business Improvement District, Inc. as follows:

1. THAT at the March 21, 2023 meeting the BID Board of Directors shall conduct an executive “closed session” to discuss with BID counsel pending settlement, the BID transition and governance matters; and
2. THAT the Minutes of the March 21, 2023 meeting when issued and approved at the next BID Board meeting to be held in April 2023 shall summarize the closed session discussion.

ADOPTED this 21st of March of 2023 at a duly noticed public meeting,

DOWNTOWN PERTH AMBOY BUSINESS IMPROVEMENT DISTRICT, INC.

Barry Rosengarten, Chairman

Antonio Abreu, Secretary

ATTEST to form:

Name: _____

Title: _____

March 21, 2023

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				
Mayor Helmin	Caba				
Chairman Barry	Rosengarten				