

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

PERTH AMBOY BUSINESS IMPROVEMENT CORPORATION, INC.
PUBLIC MEETING

Pursuant to the Open Public Meetings Act, please note that the regular board meeting has been scheduled for the Perth Amboy Business Improvement Corporation to take place on **Monday, March 25, 2024 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, PABIC 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
Hon. Helmin J. Caba, Mayor			
Mayor’s Designee			
Sergio Diaz, Chairman			
Antonio Abreu, Vice- Chair			
Kaushik Patel, Treasurer			
Lisett Lebron, Secretary			
Milady Tejada, Council President			
James Snyder, Board Member			

III. **R-07-03/24- Authorizing an Executive/Closed Session at the March 25, 2024 meeting to discuss certain proposed revisions to the PABIC By-Laws and legal matters regarding certain governance, personnel and administrative issues**

Motion to enter into Executive Session:

Motion _____
Second _____

Motion to close to Executive Session:

Motion _____
Second _____

Action is anticipated after Executive Session.

IV. **Chairman's Report**

Sergio Diaz, Chairman

- a. Request for Proposal for Bookkeeping Accounting Services
- b. 2023 Audit
- c. Assessment Policy
- d. 2024 Budget Introduction

V. **Director's Report**

Noelia Colon, Executive Director

- a. Request for Proposal for Executive Director
- b. 2023 Budget Overview
- c. Upcoming Perth Amboy Eats Program
- d. Public Service Announcement for Skimmers

VI. **Committee Report**

None

VII. **Old Business:**

None

VIII. **New Business:**

None

IX. **Public Portion:**

Motion to open the public portion:

Motion _____
Second _____

Motion to close the public portion:

Motion _____
Second _____

X. Adjourn:

Motion _____
Second _____

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

WHEREAS, on March 25, 2024, the Board of Directors of the Perth Amboy Business Improvement Corporation, Inc. (“the PABIC” 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 certain proposed revisions to the PABIC By-Laws and legal matters regarding certain governance, personnel and administrative issues; and

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

NOW, THEREFORE, it is hereby resolved on Monday, March 25, 2024, by the Board of Directors of the Perth Amboy Business Improvement Corporation, Inc. as follows:

1. THAT at the March 25, 2024 meeting the PABIC Board of Directors shall conduct an executive “closed session” to discuss certain proposed revisions to the PABIC By-Laws and legal matters regarding certain governance, personnel and administrative issues requiring confidential/privileged legal advice; and
2. THAT the Minutes of the March 25, 2024, meeting when issued and approved at the next PABIC Board meeting to be held in April 2024 shall summarize the closed session discussion.

ADOPTED this 25th of March 2024 at a duly noticed public meeting,

PERTH AMBOY BUSINESS IMPROVEMENT CORPORATION, INC.

Sergio Diaz, Chairman

Lisett Lebron, Secretary

ATTEST to form:

Noelia Colon, Executive Director

March 25, 2024

Reso: No. R-07/03-24

VOTE:

First Name	Last Name	YES	NO	ABSTAIN
Sergio	Diaz			
Antonio	Abreu			
Kaushik	Patel			
Lisett	Lebron			
Helmin J.	Caba			
Milady	Tejeda			
James	Snyder			

INCOME	Timeline	City Wide	Current SID	% of Budget	Comments	Changes
SID Assessments		\$1,527,847.34	\$247,650.00		If both B & C are at 35% (not 25% & 50%)	
Sponsorships					From Events or other	
Other Income / In-Kind		\$100,000.00			City Donation / Potential Rent	Remove
Grants						
Board Contributions						
Line of Credit					If needed	
TOTAL INCOME		\$1,627,847.34				
EXPENSES						
Capital/Visual				53%		
Streetscape	Short	\$150,000.00			support	
Facades/Signage	Short	\$80,000.00	\$30,000.00		Grant program 50% max at \$5k	
Pedestrian/Wayfinding	Medium	\$40,000.00			Signage in/to/around	
Landscaping	Short	\$60,000.00	\$35,400.00	Operator salary	Trees/Trash receptical	
Supplemental sanitation	Short	\$400,000.00	\$25,000.00		Clean team / litter	
Seasonal Decorations	Medium	\$80,000.00			Trees	
Arts/Placemaking	Long	\$30,000.00			Public Spaces/ Arts/ Street Furniture	
Management		\$25,000.00			between all, auditor recommendation	\$40,000
Sub total		\$865,000.00				
Business Retention/Attraction				31%		
Branding	Medium	\$85,000.00			Adv program/ Web / PR/ Promote historic character	
Marketing / Image Building	Medium	\$30,000.00			cohesive message	
Events	Medium	\$100,000.00			Holiday, Seasonal, NEW Food/Arts, etc.	
RMA , Real Estate listings	Short	\$65,000.00			Retail Market Analysis, Vacancy upkeep	
Incentives	Medium	\$60,000.00			To landlords, tenants	
Retail Promotions	Medium	\$65,000.00			Gift cards, etc.	
Map/Shopping guide / Newsletter / Stakeholder meetings	Medium	\$57,500.00	\$12,000.00		Directories, Calendar, Social Media, Marketing, City connection, Advertising/ Public Notices	
Management		\$35,000.00			between all auditor recommendation	\$55,000
Sub total		\$497,500.00				
Economic Development				8%		
Zoning/One Stop Shop	Long				Review/ recommend/Tool kit	
Needs Assessment	Long	\$19,000.00			Surveys	
Advisory Role/Partnerships	Long				Government Relations Liaison	
Funding mechanisms	Long	\$8,000.00			Grants, Government agencies	
Communication / Business Outreach	Medium				Pipeline, new business applications	
Parking/Traffic issues	Long				Collaborate/Assist	
Data collection	Long	\$67,000.00			Business Reply Mailer, Surveys, Placer AI?	
Management		\$25,000.00			between all auditor recommendation	\$45,000
Sub Total		\$119,000.00				
Administration				8%		
Accounting		\$5,000.00	\$4,000.00		Audit	
Insurance		\$4,000.00	\$4,000.00			

	Timeline	City Wide	Current SID	% of Budget	Comments	Changes
Rent		\$28,000.00	\$1,450.00			
Internet/phone		\$2,500.00	\$2,300.00		Printing, Postage	
Postage, Printing		\$1,200.00			3% of assessment or whatever City rate is.	
Uncollected Reserve		\$29,655.00				
Supplies		\$2,000.00	\$1,500.00		equipment and part	
Office Equipment		\$5,000.00	\$5,000.00		BID expansion	
Misc		\$21,492.34	\$15,000.00		Travel, conf, membership	
Dues & Subs		\$2,500.00	\$2,000.00			
Legal Services		\$15,000.00	\$15,000.00			
Management / Staffing		\$30,000.00	\$85,000.00		\$115K between all auditor recommendation	\$60,000
Sub Total		\$146,347.34				
TOTAL EXPENSES		\$1,627,847.34	\$237,650.00			\$200,000
TOTAL Balance		\$0.00				Increased to



BUY TICKETS



THE CITY OF PERTH AMBOY &
THE PERTH AMBOY BUSINESS IMPROVEMENT CORPORATION PRESENT

PERTH AMBOY EATS FOOD TOUR

SATURDAY
MAY 11, 2024
NOON-4:30PM

MUSIC | TROLLEY SERVICE | WALKING & TASTING @ OVER 20+ DOWNTOWN EATERIES

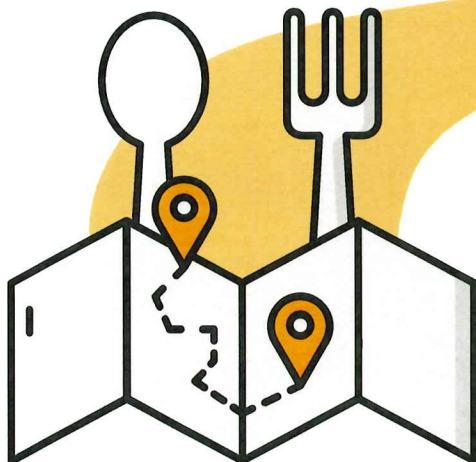
Advanced Tickets at : <https://tinyurl.com/2024EventBriteFoodTour>

\$30-General Admission

\$20-Seniors, Age 60 & Over

\$15-Kids 10 & Under

SCAN CODE FOR TICKETS!



For more info:

Please Call: (732) 826-0290 ext. 4051

Rain Date: Saturday, May 18th, 2024



PD Social Media Post:

 Alert: Perth Amboy Community 

Skimming Device Warning! The Perth Amboy PD has found illegal skimming devices in local ATMs. These devices steal card info without your permission.

Business Owners:

- Check payment systems regularly.
- Train staff to spot and report tampering.
- Consider surveillance for extra security.

Residents:

- Inspect ATMs, payment terminals, including those in self-checkout lanes for any signs of tampering or attachment of unauthorized devices, before use.
- Hide your PIN.
- Monitor accounts and report fraud.

See something suspicious? Call us immediately: (732) 442-4400. Your vigilance is crucial in keeping our community safe.

Let's protect our town together! #PerthAmboySafe

Email Write-up:

Subject: Community Alert: Protection Against Skimming Devices

Public Service Announcement to Perth Amboy Residents:

The Perth Amboy Police Department (PAPD) has recently discovered two incidents involving illegally installed skimming devices. These devices are designed to capture your credit and debit card information secretly.

In light of these incidents, the Perth Amboy Police Department (PAPD) is proactively engaging with law enforcement agencies in nearby areas to prevent and uncover similar fraudulent activities.

For Local Businesses:

- Please conduct routine checks of all payment terminals, especially those permanently facing the public or customer side of the register counter (i.e., self-checkout lanes), for any signs of tampering or attachment of unauthorized devices.
- Educate your staff on identifying and responding to potential skimming devices.
- Consider enhancing your security measures with video surveillance targeting payment and ATM areas.

For the Community at Large:

- Exercise caution when using ATMs and payment terminals, vigilantly checking for unusual features or devices.
- Protect your PIN by covering the keypad during entry.

- Monitor your bank and credit card statements regularly for unauthorized charges, reporting them to your bank immediately.

If you suspect the presence of a skimming device or notice any suspicious activity, we urge you to contact the Perth Amboy Police Department immediately at (732) 442-4400.

We appreciate your continued commitment to the safety and well-being of Perth Amboy.

The Perth Amboy Police Department