



Section I: MEETING INFORMATION		
Meeting:	City Market Board of Directors Meeting	
Date:	Wednesday, January 21, 2014	
Time:	9:12AM – 10:15AM	
Location:	Johnson & Johnson Headquarters, One Johnson & Johnson Plaza, New Brunswick, N.J.	
Section II: ATTENDANCE		
Present:	G. Barrood, N. Bazaral, S. Castillo, D. Berkhout, R. Clayton, P. Haigney, D. Hartkern, H. Kramer-Mills, K. Schlesinger, M. Schrum, M. Selesky, M. Tublin	
Excused:	B. Carnegie, T. Chukunta, C. Kourtev, M. Karon, H. Kourtev, T. O'Reggio, K. Ryman, K. Sweeney, J. Zullo	
Staff:	P. Stefanek, F. Stephens	
Section III: AGENDA		
Agenda Items	Report	Action Required
Call to Order and Welcome	D. Hartkern called the meeting to order at 9:12 a.m. and welcomed all Board members and thanked Johnson & Johnson for hosting the meeting. R. Clayton shared with the Board that Johnson & Johnson currently owns over one million square feet of property in New Brunswick and has several business units. J&J also approved a \$20 million renovation project for the Johnson & Johnson Museum with completion scheduled for 2018, J&J would like the museum to become a destination.	
Approval of Minutes	D. Hartkern continued by asking the Board of Directors if there were any additions or amendments to the November 19, 2014 Board of Directors meeting minutes, there were none, and the board proceeded to approve the minutes.	The November 19, 2014 meeting minutes were motioned for approval by N. Bazaral and seconded by Dorothea Berkhout. The Board of Directors unanimously approved.
District Report	<p>Administration Report</p> <p><i>2015 Board Meeting Dates</i> – The Board of Directors were asked to review and approve the 2015 board meeting schedule. Members that would like to host a meeting should contact Pam Stefanek.</p> <p><i>City Council Liaison</i> – John Anderson is the newly appointed City Council liaison for City Market, in place of Rebecca Escobar. He will be invited to attend a future Board meeting.</p> <p><i>Unaudited Financial Review</i> for FY2014 – The City of New</p>	The 2015 Board Meeting schedule was motioned for approval by H. Kramer-Mills and seconded by N. Bazaral. The remaining Board of Directors unanimously approved.

Brunswick utilized carry over funds totaling \$44,000 against the current City Market Clean Team payments for 2014. Therefore the 2014 expenditure for the Clean Team was \$68,349.82. There was much discussion regarding the revenue, such as a possible water source for removal of sludge left behind by the garbage trucks. City Market received \$9,800 from the County of Middlesex for SID services/programs. The Marketing & Promotions anticipated revenue will decline, specifically from the cancellation of the tree lighting. The New Brunswick guide book revenue to ongoing. City Market was able to accrue some interest on the sweep account and members of the Executive Committee have asked to identify other interest bearing opportunities. Administration expenses overall increased slightly with the substantial decrease in rent and utilities however the annual meeting and maintenance services, telephone, and workers compensation and commercial insurance have all increased slightly.

Over the next few weeks, P. Stefanek will meet with the graffiti and power washing vendor to discuss a new contract, she is anticipating a increase as the vendor is seeking to purchase new machinery. There will also be a meeting to discuss landscaping needs, however with the Albany Street construction we may need to request two price quotes. N. Bazaral mentioned that there is a new Department of Infrastructure manager who we should speak to about the Albany Street construction.

P. Stefanek needs outreach committee volunteers to assist with educating tenants in the new expanded SID territory to explain the benefits of joining the SID. B. Carnegie has offered to chair this outreach, additionally P. Stefanek is seeking someone that is bilingual to assist and help make the businesses owner more comfortable in communicating.

S.I.D. Assessment rate tier increases will be requested this year with a minor 10% over four years. This will be brought to city council at the same time as the expansion request.

The Executive Committee asked P. Stefanek to connect with G. Barrood, attorney, on collections of outstanding balances.

Some holiday sponsorship refunds will be distributed based on requests from sponsors.

Funding Requests for Review

Inter-local Agreement Extension for the 2015 Clean Team Services – The Board was presented with a graph and several options of continued service was presented for approval. The City of New Brunswick has asked City Market to maintain the alleyway that runs parallel to George Street, between Paterson Street and Bayard Street on an ongoing basis. Three scenarios was provided to the Board of Directors:

1. Maintain the same funding level at \$238,000;
2. Increase the funding to maintain the actual hours;
3. Include additional hours and cost associated with

	<p>maintenance of the city owned alleyway.</p> <p>The Board of Directors discussed the same hours vs level funding, the later would decrease the staffing hours in the downtown by approximately 312 hours annually. The increased cost to maintain the alleyway is \$2,600, however clarification is still being determine for the city's continued assistance with the larger maintenance. After further discussion, the motion was amended that City Market would provide the same funding level for the inter-local agreement at \$113,000, and that should additional man hours or services be required, funding from City Market is not to exceed \$116,000, as long as the City of New Brunswick supports the inter-local agreement with the same funding level and at the same overall budget.</p> <p>Marketing & Promotions Initiatives</p> <p><i>Advertising</i> – There is radio advertising on NJ 101.5 and WCTC, promoting sports during the month of January. Additionally for the early part of February radio advertising will include NJ 101.5, WCTC, and Magic 98.3, promoting dining and shopping for Valentine's Day.</p> <p><i>Promotional Initiatives</i> – The marketing and promotions sub-committee will review and discuss the donut voiceovers and the text that is displayed on the television commercial. P. Stefanek has also been informed that she is able to switch out the Ciclovía video that is mid-commercial and the image at the closing. The images need to be generic and the three hi-res images need to be sent out all at once.</p> <p>Business District</p> <p><i>Advancing Community Development Program</i> – P. Stefanek has been asked to be involved with a Rutgers course that will be assisting the Ciclovía committee in several areas, and she will be working with a few class members on strengthening business engagement.</p> <p><i>New Brunswick Farmers Market</i> – P. Stefanek will be working with the city to create a uniformed and simplified process for all of the New Brunswick Farmers Markets, as the New Brunswick Community Farmers Market is looking to expand. M. Schrum has volunteered to provide assistance.</p>	<p>Funding from New Brunswick City Market for the Clean Team program is to remain level at \$113,000, and is not to exceed \$116,000 should a need be found to adjust the Clean Team hours for the maintenance service of the Dennis alleyway between Paterson Street and Bayard Street that runs parallel to George Street was motioned for approval with amendment by M. Tublin and seconded by N. Bazaral. The Board of Directors unanimously approved.</p>
<p>Old Business</p>	<p><i>Sub-Committee Activities</i> –Website enhancements are needed. The enhancements will work on re-branding as well as security. The recent hacking of the City Market website could be due to a random person guessing the administrative password, the server password, or even the database password, but usually it's a script that runs on a form that's on the website and injects the pages with malware. With a more up-to-date content management system, a lot of the security breaches are accounted for and regular updates are made to help protect the websites. In the meantime, older versions of certain files were uploaded, that are usually the target of hackers. The site has now come back up. P. Stefanek would like Board members to please visit www.newbrunswick.com and provide comments on</p>	

<p>New Business</p>	<p>the website and what revisions they recommend. She has arranged to begin meeting with vendors to begin the process. P. Stefanek has asked for volunteers for a review committee. IT business owner Atanas Entchev has volunteered to be a part of this. City Market will also be looking to get a social media intern.</p> <p><i>City Market Annual Meeting</i> – P. Stefanek would like to identify possible dates and locations for the annual meeting. Hotoke Restaurant has already been recommended as a possible option.</p> <p>City Market is currently in need of a new IT support vendor. Last year, the IT service agency had suggested a monthly contractual agreement, which was declined when presented to the Board. This IT service agency no longer accepts hourly clients and if anyone can refer a vendor to please let P. Stefanek know.</p> <p><i>Birthday Pack Promotional Mailing</i> – City Market was approached for advertising in the Birthday Pack direct mailing which goes to 1,000 women identified with household incomes over \$100,000. City Market will identify and share this initiative with select businesses, and can also see if there could be interest from a cultural entity or spa. A sample packet will be brought to the next meeting.</p> <p><i>New Restaurants</i> – The Daryl Wine Bar & Restaurant space will now become a restaurant called Ink. The Makeda Ethiopian location has a new tenant and the Let's Yo space will now become an Indian restaurant called Chipati House.</p> <p><i>People's Choice Awards</i> – D. Hartkern promoted for everyone to vote in the Discover Arts People's Choice Awards, especially voting for State Theatre since they always become second to NJPAC. State Theatre will be hosting their annual Family Day celebration on February 16th (President's Day) featuring Jack Hanna. Pollstar recently voted State Theatre #1 in NJ and 19th in the world.</p> <p>M. Selesky noted that the location of the next Board meeting is TBD, at Rutgers University.</p>	
<p>Adjournment</p>	<p>Being no further business before the Board of Directors the meeting was adjourned at 10:15AM. The next Board of Director meeting is scheduled for 9:00AM on Wednesday, February 18th, 2015 at Rutgers University.</p>	