



Board of Directors

Pamela B. Daniels, *President*
Dr. Aubrey Gregory, *Vice President*
Leonard Robbins, *Secretary*
Evelyn Littles, *Treasurer*
Pasquale Romagnuolo, *Assistant Secretary*
Cesar A. Vizcaino
Tomas Porturas
Dumerzier Charles
Sandy Castor
Hon. Joseph A. McCallum
Hon. Ras J. Baraka

Partnership West, Inc.

PO Box 6025
Newark, NJ 07106
973.973.3145

Meeting Minutes of PWI Board of Directors

Wednesday, April 4, 2018

10:00 am - 11:30 am

UVSO Ivy Hill Preschool

475 Irvington Avenue | Newark, NJ | 07106

1. **BID Operations:** The meeting was called to order at 10:20 am.
 - **Roll Call: 5 min**
Present: Pamela Daniels, Aubrey Gregory, Evelyn Littles, Tomas Porturas, Leonard Robbins, Cesar Vizcaino, Sandy Castor, Dumerzier Charles, Mamie Brideforth (Mayor's Rep), Houston Stevens (Councilman's Rep) and Tracy Fredericks (Staff).
Absent: Pasquale (Pat) Romaginulo
 - **Minutes Review & Adoption: 5 min**
 - **02/7/18 Full Board**
Cesar Vizcaino made a correction to the minutes on number three bullet three. It listed Cesar Vizcaino as a Class A member up for re-election when it should have listed Tomas Porturas. Dr. Gregory made the motion to amend the minutes and to accept the revised version. Leonard Robbins seconded the motion.
 - **QOL: 20 min**
 - **CDS Cleaning Contractor Update – Chris Bernardo and Jerry Blankman** gave an update on CDS's progress cleaning the four corridors. They are currently focused on major items such as cleaning up SO Avenue, Sanford, 18th Avenue and Mt Vernon Place. They are also removing graffiti and unauthorized signs from poles. CDs will identify places on the corridors to put planters in May. Banners can go on the 110 Black & Decker and Cobra lights on SO Avenue. 18th Avenue, Mt. Vernon Place and Sanford Avenue are not candidates for banners because they only have wood poles. There will be an initial investment during the first year for banner hardware. The cost is approximately \$7,000. 30x60 size banners will cost approximately \$50 each. We expect to purchase 110 banners. Dr. Gregory shared that the banners must pop so that they get the proper attention when seen.
 - **Administration: 20 min**
 - **Board of Director's Insurance Coverage, \$1 Million – 5 min**
The Board approved the purchase of \$1 Million Insurance coverage from Massey Insurance Company for \$916.89 for a policy term of one year to be renewed annually.
 - **The ED's process for choosing consultants – 10 min**
The Board asked to see the ED's hiring process. It will be sent out vial email. It was agreed that Tracy would hire her own staff. The Board approved an increase of \$10,000 for the Communications Consultant.
 - **Mirror Legislation Update (East Orange/Irvington) – 5 min**
Pamela shared that she and Tracy have already met with the Economic Development Offices in East Orange and Irvington and provided them with BID supporting documents for their review. Both

seemed interested and are now taking it through their own processes. Updates will follow in the future.

- **Finance: 10 min**
 - **2017– Balance Sheet & P&L Statement**
 - **1st Quarter, 2018 – Balance Sheet & P&L Statement**

The Board will receive a full budget breakdown of spending in May.
 - **2018 Municipal Budget Approval, April 4** – The budget was up for approval today at the Municipal Council.

 - **Governance: 15 min**
 - **PWI Bylaws: Clarification from drafters**
 - **Form Bylaw’s Committee**
 - **Subcommittee memberships**
 - **Subcommittee Leadership/Scribes**

Dr. Gregory gave history on how the Board drafted the PWI bylaws. He shared that they received guidance from Seth Grossman the consultant hired by Newark CEDC and that they always knew they would go back and amend some items at a later date. Houston stated that the Bylaws Committee would explore expanding the Board with specific representation and that a meeting was planned for later this month.

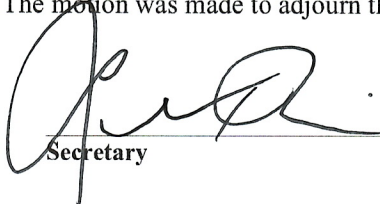
 - **Marketing: 15 min**
 - **Ribbon Cutting at Natural Life Health Food & Juice Bar-April10, 12 noon/999 South Orange Avenue**

The Board was reminded about PWI’s first new business opening ribbon-cutting event on April 10.
 - **UVSO Event Sponsorship**

Pamela and Tomas stepped out of the meeting so that the rest of the Board could consider their request to have PWI serve as a sponsor for UVSO’s upcoming events. The Board agreed to purchase a marketing sponsorship for the UVSO Passport Through UVSO Soiree at \$1000. It also requested to add \$250 to the total to secure a full-page ad.
2. **Executive Director’s Report: 5 min**
- **120 Day Performance Update**

The Board was provided with PWI accomplishments in the 120 days.
3. **New Business/Next Steps: 5 min**
- Dr. Mamie Bridgeforth shared her upcoming event the City Wide Spiritual Engagement on April 21 from 11:00 am – 4:00 pm at Central and West Market Street.
 - Financial Disclosures – The group was reminded to fill them out.
 - Sandy Castor requested that the Board serve as a depository for information on projects taking place on the corridors within or close to the BID. The Board agreed.
 - Pamela Daniels requested that PWI conduct a market survey on the BID corridors ASAP. It was suggested that there are many reports already in existences and that it would be more economically feasible and strategic if we first compiled the information from these reports before paying for a survey. No decision was made.

The motion was made to adjourn the meeting at 12:08 pm by Dr. Gregory and seconded by Leonard Robbins.

 6/6/18
Secretary Date

President

Date