



## 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.

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## Meeting Minutes of PWI Board of Directors

Wednesday, June 6, 2018

10:00 am - 12:00 pm

UVSO Ivy Hill Preschool

475 Irvington Avenue | Newark, NJ | 07106

### 1. **BID Operations:** Dr. Gregory called the meeting to order at 10:15 am.

#### A. **Roll Call**

**Present:** Dr. Aubrey Gregory, Cesar Vizcaino, Dr. Mamie Bridgeforth, Tomas Porturas, Rev Dumerzier Charles, Evelyn Littles, Leonard Robbins and Pamela B. Daniels. **Absent:** Houston Stevens and Pasquale (Pat) Romagnuolo. **Staff present:** Tracy Fredericks. **Guest:** Carlos Fraser, Fraser CPA.

#### B. **Minutes Review & Adoption:** 05/02/18 Full Board

The motion was put forth to accept the minutes by Pamela Daniels and second by Tomas Porturas. It was passed unanimously.

#### C. **Administration:**

##### • **Review of potential consultants**

Carlos Fraser of Fraser, CPA requested to briefly speak to the Board. He shared his experience and past nonprofit client list.

##### • **Office Space**

Pamela Daniels, Tomas Porturas and Dr. Aubrey Gregory stepped out of the meeting (their office spaces were both being considered for lease) so that the rest of the Board could discuss and make a decision on the location for PWI's new office.

After a short discussion Board members decided to lease 1026 South Orange Avenue, Store B. Everyone was in agreement that although the location needs remodeling, it was the right location to lease because of its main corridor, storefront location, visual display space, parking lot, and that it would allow PWI to make a community investment in the corridor by revitalizing the storefront.

The Board requested that the lease have language that clearly outlines PWI as a tenant with the rights of a tenant so that PWI's independence is complete and separate from UVSO, the landlord.

Sandy Castor put forth the motion to lease and remodel 1026 South Orange Avenue, Store B. The motion was second by Rev Charles. It was passed unanimously. The Executive Director was asked to get estimates for the work and report back to the Board as soon as possible.

##### • **Budget Reports**

Cesar Vizcaino voiced concerns over the large amount of funds not being used in the budget to date. He felt that when we put forth the 2019 budget for Municipal Council approval it would be a problem. He asked Tracy, the Executive Director to do some research on what other BIDs spent their money on during their first year. Tracy assured him and the rest of the Board that all of the funds should not be spent in 2018. Resources

should be put aside and held in case the City delays payment (as they did this year), for capital improvements and beautifications, and a partial down payment saved to purchase (in two years when we qualify for a bank loan) a small building for PWI's office and programming space for the business community. In addition, Tracy agreed to gather information from her peers and report back to the Board as soon as possible.

• **Flowers & Planting Fees**

The Board was asked to vote on the cost of plants and pots. The Executive Director shared that a few plants were already potted on South Orange Avenue but were stolen and because of that she wanted to include hanging plants on the avenues. There was also a suggestion to plant seeds and engage businesses and anchor institutions such as religious congregations to maintain plants in their areas. The decision was put on hold until Tracy could get prices for the hanging plants and seeds.

Tracy will follow up with the Quality of Life Committee to make a decision on the budget for the plants and pots.

• **Programs – Continuation of branding conversation w Seth Grossman, of CPS Consulting**

Seth gave an overview of the half day Board Branding Retreat. Board members continued their conversation. The following key comments were made:

1. We (PWI Board members) should not work in silos. We need to effectively create partnerships to get the work done successfully.

2. We (PWI Board) should think about creating a global approach to the Phase 1 branding initiatives by including Phases 2 in *some* of the efforts. It is important for the other neighborhoods (within Phase 2) to feel as though they are being included. It will increase everyone's buy-in to the program in the long run.

3. It was Councilman McCallum idea to create the Pan Ward BID. Let's hear what he had in mind when he conceptualized the idea by inviting him to the July Board meeting to speak.

4. What is PWI's strategy moving forward? What is the framework and what should the work plan represent? We need to create this to move forward.

The motion was made to adjourn the meeting at 12:00 pm by Tomas Porturas and second by Cesar Vizcaino.

 - 8/3/18  
Secretary Date

\_\_\_\_\_  
President Date