

Board of Directors

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Secretary
Cesar A. Vizcaino
Tomas Porturas
Lenny Robbins
Dumerzier Charles
Sandy Castor
Hon. Joseph A. McCallum
Hon. Ras J. Baraka

Meeting of Board of Directors

Wednesday, May 3, 2017

10AM-11:30AM

UVSO Ivy Hill Preschool

475 Irvington Avenue | Newark, NJ | 07106

Minutes

Present: Pamela B. Daniels, Mamie Bridgeforth, Tomas Porturas, Jill Johnson, Cesar A. Vizcaino, Pat Romagnuolo, Aubrey Gregory, Leonard Robbins, Seth A. Grossman, Dumerzier Charles

1. **Meeting called to order at 10:09AM.**
2. Dr. Maime Bridgeforth now representing Mayor's Office.
3. Jill Johnson – CEO of Institute for Entrepreneurial leadership. Working with the Community storefront program.
 - Working w/ businesses that are @\$250K or less
 - 16-week training and one-on-one training to be sure implementation gets done.
4. **Business Development Areas of Concern** (*attached*)
5. **Business Development Committee**
 - Help foster business development in the PWI district.
 - Address policy to incentivize property owners to put businesses in their retail vacancies
 - Access to market analysis, asset maps
 - Employment oriented development
 - Commercial and residential mixed-use design
 - Market rate vs. affordability considerations
6. **Minutes Review & Adoption:**
 - 4/5/17 Full Board Meeting minutes were reviewed and accepted.
 - Motion to Adopt: Lenny Robbins
 - Second: Tomas Porturas
 - Carried: Unanimously
 - Committee reviewed minutes from 4/12 Executive Committee meeting and were updated on the discussion that centered Marketing & Communications.
 - The Public Relations Committee is now formed and will establish a regular meeting schedule.
7. **Board Operations:**
 - Board should consider a year one goal for the PWI Executive Director engaging in a Strategic Planning process to establish a Ward-wide BID plan. Rough estimate project cost \$50K.
 - Financial disclosure forms distributed to Board. All must file asap.
8. **BID Operations:**
 - **Finances**

Partnership West, Inc.

462 Sanford Avenue 2nd Floor

Partnership West, Inc. Special Improvement District Management Corporation

- **Marketing**

→ What is the buying power of the district? What part of the market can we reasonably get?

9. Next Meeting:

- Executive Committee Mtg: May 10th | @4PM | 462 Sanford Avenue
- Business Development Committee Mtg.: May 17th | 10AM | 179 Smith Street
- Full Board Mtg: June 7, 2017 | @10AM | 475 Irvington Avenue

10. Meeting adjourned at 11:35AM.

- Motion to adjourn: Dr. Aubrey Gregory
- Second: Tomas Porturas
- Carried: Unanimously

