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STATE OF NEW JERSEY
NEW JERSEY COMMERCE & ECONOMIC
GROWTH & TOURISM COMMISSION

IN RE: NEW JERSEY URBAN :
ENTERPRISE ZONE :
AUTHORITY PUBLIC MEETING :
(February 14, 2007 agenda meeting) :

Transcript of proceedings taken on March
14, 2007 at 10:10 a.m. at the Mary Roebling
Building, 20 West State Street, 2nd Floor,
Conference Room #218, Trenton, New Jersey, 08625.

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A P P E A R A N C E

BOARD MEMBERS:
James A. Carey, Governor's Authority Unit
Ambar Abelar, Public Member
Ana Montero, Labor & Workforce Designee
Linda Lenox, UEZ Staff
Kathleen Kube, Chairwoman Designee
Edward Pillsury, DAG
Donna Pearson, Public Member
Michelle Richardson, DCA Designee
Lewis Hurd, Public Member
Lopa Kolluri, Treasury Designee

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1 MS. KUBE: Good morning all. I welcome
2 you to today's meeting of the Urban Enterprise Zone
3 Authority. As you know, last month's meeting was
4 canceled due to the snow, so today's meeting will be
5 longer, we are going to cover the February and March
6 agenda.

7 I would ask each of you who are going
8 to present a project that you make a brief
9 presentation and save time for any of the questions
10 or concerns of the Board members. I would like to
11 also introduce, if I could, a new treasury designee
12 Lopa Kolluri. Welcome on board.

13 MS. KOLLURI: Thank you.

14 MS. KUBE: And today we also have Ana
15 Montero who is replacing Marilyn Davis, just for
16 today's meeting, from the Department of Labor.

17 Today's meeting is Wednesday, March
18 14, and I will ask Linda to do roll call.

19 MS. LENOX: In compliance with the Open
20 Public Meetings Act, at least 48 hours notice of
21 this meeting was sent by way of the Secretary of
22 State to the following newspapers: The Star Ledger,
23 the Trenton Times, the Trentonian, the Courier Post,
24 the Atlantic City Press, the Asbury Park Press and
25 the Bergen Record. Now we will have roll call. Ana

1 Montero, Labor and Workforce.

2 MS. MONTERO: Present.

3 MS. LENOX: Michelle Richardson,
4 Community Affairs.

5 MS. RICHARDSON: Present.

6 MS. LENOX: Lopa Kolluri, Treasury.

7 MS. KOLLURI: Present.

8 MS. LENOX: Public member Ambar Abelar.

9 MR. ABELAR: Here.

10 MS. LENOX: Public member Lewis Hurd.

11 MR. HURD: Here.

12 MS. LENOX: Chairwoman Designee
13 Kathleen Kube.

14 MS. KUBE: Here.

15 MS. LENOX: We have a quorum.

16 MS. KUBE: Great. The first agenda item
17 that we will do is approve the January 10, 2007
18 minutes, if I could please ask for a motion.

19 MR. ABELAR: So moved.

20 MS. KUBE: Motion by Mr. Abelar.

21 MR. HURD: Second.

22 MS. KUBE: Second by Mr. Hurd. Any
23 comments, questions, concerns from the Authority
24 members? Hearing none, all in favor please signify
25 by saying aye. Any abstentions?

1 MS. KOLLURI: Abstention.

2 MS. KUBE: One abstention by Ms.
3 Kolluri. Motion carries. I will also note for the
4 record that Donna Pearson has arrived. Good morning,
5 Donna.

6 MS. PEARSON: Good morning.

7 MS. KUBE: Next agenda item under new
8 business is Bridgeton's request for \$132,535 for UEZ
9 police, year three. Is Sandi Zapolski here? Hi,
10 Sandi. Please come up.

11 MS. ZAPOLSKI: Good morning.

12 MS. KUBE: Good morning.

13 MS. ZAPOLSKI: This is our request for
14 year three for Urban Enterprise Zone to police
15 mostly our downtown area, but we are using them in
16 other portions of our UEZ also. It's \$132,535, it
17 will include salary and fringe benefits.

18 MS. KUBE: Okay. Do you want to
19 introduce--

20 MS. ZAPOLSKI: Sure. This is Sergeant
21 Lee Smith, and he's the officer in charge of the UEZ
22 police.

23 MS. KUBE: Okay, thank you. May I have
24 a motion, please.

25 MS. RICHARDSON: So moved.

1 MS. KUBE: Motion by Ms. Richardson.

2 Second?

3 MR. HURD: Second.

4 MS. KUBE: Second by Mr. Hurd. Are
5 there any questions, comments or concerns from the
6 Authority members? Hearing none, all in favor
7 please signify by saying aye. Any opposed? Any
8 abstentions?

9 (All in favor, no opposed)

10 MS. KUBE: Motion carried.

11 Congratulations.

12 MS. ZAPOLSKI: Thank you.

13 SERGEANT SMITH: Thank you.

14 MS. KUBE: Next agenda item is from
15 East Orange, and it is the Clean Team Project phase
16 one in the amount of \$427,069, and David Brown is
17 with us this morning. Dave Clark, excuse me, Dave
18 Clark.

19 MR. CLARK: Good morning. Again, my
20 name is David Clark, I am the UEZ coordinator for
21 the city of East Orange, and I have with me Mr. Mike
22 Johnson who is the Assistant Director of Public
23 Works.

24 This morning we are requesting
25 \$427,069 for the Clean Team Project, phase one. If

1 approved this project will consist of the city
2 purchasing two sidewalk sweepers, 200 public litter
3 baskets, and also hiring eight employees, two will
4 be full-time operators of the sidewalk sweepers.
5 The project will be supervised and managed by public
6 works. And the machines will also be housed at our
7 municipal garage. At this point I will take any
8 questions that you may have.

9 MS. KUBE: Okay. First may I get a
10 motion, please?

11 MS. RICHARDSON: So moved.

12 MS. KUBE: Motion by Ms. Richardson.
13 Second?

14 MS. PEARSON: Second.

15 MS. KUBE: Second by Ms. Pearson. Any
16 questions?

17 MR. ABELAR: I saw the rate was \$15 an
18 hour for each operator here. I am from the private
19 sector, and I think this is quite high. But that's
20 the only comment I have.

21 MR. CLARK: The annual salaries are
22 31,200, I didn't break that down per hour.

23 MR. JOHNSON: It's in line with the
24 salaries that are paid a comparable worker in our
25 department.

1 MR. ABELAR: We're in the private
2 sector, this is a job to pick up garbage, \$15 an
3 hour plus benefits in the private sector, it's quite
4 high, in dealing with the private sector.

5 MS. KUBE: I think it's an average
6 salary, I disagree with you, okay. Any other
7 questions?

8 MS. PEARSON: No.

9 MS. MONTERO: Wait, the hires, how
10 many? Say again how many new hires are you
11 expecting?

12 MR. CLARK: Eight.

13 MS. MONTERO: And two are running the
14 sweeper machines?

15 MR. CLARK: Right.

16 MS. MONTERO: And the others are?

17 MR. CLARK: The other six will be
18 litter collectors.

19 MS. MONTERO: That's it.

20 MS. KUBE: Any other questions,
21 comments, or concerns? Hearing none, all in favor
22 please signify by saying aye. Any opposed? Any
23 abstentions?

24 (All in favor, no opposed)

25 MS. KUBE: Motion carries.

1 MR. CLARK: Thank you very much.

2 MS. KUBE: Thank you for coming down.

3 The next items we have are Irvington. I don't know,
4 is Cassandra presenting all three?

5 MS. CHATMAN: I'm presenting the
6 walking patrol and the marketing, and Ron is
7 presenting the clean team.

8 MS. KUBE: Okay, we will take each item
9 separately. Ron, if you will come up as well.
10 First agenda item is for \$269,350 for clean team,
11 clean community initiative phase two. Mr. Brown,
12 Ron Brown will make the presentation.

13 MR. BROWN: This is an ongoing project
14 that in Irvington City is a very important piece of
15 our economic development, also our retail sector
16 depends on it. We have challenges such as litter
17 collection, an increase in what we call residency
18 people coming in, people going out, and it's very
19 important for the retailers to have something that
20 is a component that helps the retail sector see that
21 we're cleaning up the town. And when people come
22 through the town they see that we have this group of
23 people out there that are constantly reinforcing our
24 public works department and our retail sector.

25 MS. KUBE: Thank you, Ron. May I have

1 a motion, please?

2 MR. HURD: So moved.

3 MS. KUBE: Motion by Mr. Hurd.

4 MS. KOLLURI: Second.

5 MS. KUBE: Second by Ms. Kolluri. Any
6 questions, comments or concerns from any of the
7 Authority members?

8 MR. ABELAR: Yes. How much is the
9 annual salary of each of the workers, the full-time
10 workers?

11 MR. BROWN: Okay, the annual salaries
12 of the workers are in line with what the State
13 requires, and we go on, what is it, the Department
14 of--

15 MS. CHATMAN: Personnel.

16 MR. BROWN:-- Personnel. And they have
17 a guideline for the starting salaries for the
18 employees. Some of these people have been here for
19 a period of lets say three or four years, and they
20 start at a starting salary I think maybe it's 19,
21 20, and they have steps and increments.

22 MR. ABELAR: I think you have four
23 public workers.

24 MR. BROWN: Yes.

25 MR. ABELAR: And \$185,000 for the year,

1 that would make \$46,000 each.

2 MR. BROWN: No, we have it broke down
3 on salary, if you look on page 11.

4 MR. ABELAR: Yeah, I understand, I
5 divided \$181,000, which is the four full-time
6 workers, by four, and that's--

7 MR. BROWN: That's salary and benefits.

8 MR. ABELAR: Correct. All right.

9 MS. PEARSON: That's not how it's done,
10 no, no.

11 MS. KUBE: Any other questions?

12 MS. MONTERO: I have one general
13 question. I see the job description for the
14 community relations specialist position.

15 MR. BROWN: Yes.

16 MS. MONTERO: But would you please
17 describe what you would consider a successful
18 community relations specialist position? What are
19 your primary goals for that particular function?

20 MR. BROWN: That person in this project
21 we see in the township is an individual who goes out
22 and does a lot of marketing for us. Also when I say
23 marketing what I mean, for instance, last year we
24 had Comcast come in and do a Comcast care day, and
25 this person organized, in conjunction with Comcast,

1 to go out and clean the neighborhoods. Comcast came
2 in and they gave us some land, a little park
3 facility they gave us, but they also gave us the
4 resources to clean up the areas.

5 He does a lot of what we call when I
6 say marketing I mean we will have him go out and
7 clean neighborhoods, talk to schools, create
8 projects such as our refuge project, clean up lots.
9 He goes out and gets people, volunteers to come in
10 and clean up areas, which doesn't put an impact on
11 our township people. He speaks to the community
12 about litter, he speaks to the community about
13 changing the overall dynamics of the perception of
14 people about the Township of Irvington. He goes out
15 and he generates all kinds of positive attitudes.

16 We have what we call a community
17 garden, this community garden is a garden where we
18 get the American flag, and it made people in the
19 town not only know that Irvington is a place that we
20 have a retail sector, but also in terms of being a
21 township that looks at the idea of having
22 nationalistic feelings to the town. So we did a
23 bouquet of flowers, we had the school children
24 involved, we had the council people involved, we had
25 the senior citizens involved, we had the what I call

1 the old retired veterans involved. And they all
2 felt involved in the township.

3 So when you look at this in the
4 newspapers and you look at other activities we're
5 doing with the community development person, you're
6 seeing that not only are we an urban community,
7 we're also a community that we want to get that mom
8 and pop, that old traditional look inside of an
9 urban community. So when you see our parks, you see
10 our roadways, you see our gateways into our urban
11 centers. This is all important from the clean team
12 perspective, and also from the side of the community
13 specialist.

14 MS. MONTERO: Very good, thank you.

15 MR. BROWN: Thank you.

16 MS. KUBE: Thank you, Ron, very good.

17 Any other questions? Very good.

18 MR. BROWN: Does that mean a raise?
19 Does that mean a raise, boss?

20 MS. CHATMAN: No.

21 MR. BROWN: It doesn't look like one.

22 MS. KUBE: If there are no other
23 questions I will take a vote. Any in favor please
24 signify by saying aye. Any opposed? Any
25 abstentions?

1 (All in favor, no opposed)

2 MS. KUBE: Motion carries. Good job.
3 Next agenda item is \$172,442 for UEZ walking patrol
4 program, year nine, and this will be funding for
5 February 14, 2007 to July 31, 2007. And Cassandra
6 will make the presentation.

7 MS. CHATMAN: Good morning. My name is
8 Cassandra Chatman, and I am the UEZ coordinator for
9 Irvington. First let me apologize, our police
10 supervisor for the walking patrol was going-- he may
11 still come in, he's actually in training today with
12 some of the walking patrol new recruits. So I do
13 apologize about that. And hopefully, you know, he
14 will have a chance he will come in.

15 But we are presenting this project
16 again, and as you can see there's been some changes
17 to the project. You know, we were asked in the
18 Township of Irvington everybody is reducing,
19 everybody is tightening their belt, and UEZ is no
20 exception. So for us we had to look at, you know,
21 our successes and look where, you know, our
22 weaknesses were.

23 And with the walking patrol there were
24 just successes across the board. Our crime rate is
25 down 25 percent. And we are, you know, ecstatic, we

1 are really happy about that. People are walking
2 through downtown Irvington. And no matter what you
3 hear, our downtown area is probably the busiest. We
4 have the second busiest bus terminal in the State of
5 New Jersey. So people are coming to Irvington to
6 shop. They like seeing the police out there, they
7 like seeing the police walking around. Hopefully
8 they will be on bicycles real soon, because the
9 weather is breaking. So we are really excited about
10 this project.

11 You know, other than, you know, just
12 the basic police stuff, I mean, our police officers,
13 and I don't know about the other police officers,
14 but ours are really exceptional, they actually go
15 into the stores, they talk to the store owners. And
16 a couple of police officers actually called us back
17 and said, this person isn't a UEZ, you might want to
18 come down there. So we've done that, and we've
19 actually signed up, I think, two or three businesses
20 because of the walking patrol police officers that
21 are walking around.

22 MS. KUBE: Great, thank you,
23 Cassandra. Do we have a motion?

24 MS. PEARSON: So moved.

25 MS. KUBE: A motion by Ms. Pearson.

1 MS. RICHARDSON: Second.

2 MS. KUBE: Second my Ms. Richardson.
3 Any questions, comments, concerns? Hearing none,
4 all in favor please signify by saying aye. Any
5 opposed? Any abstentions?

6 (All in favor, no opposed)

7 MS. KUBE: Motion carries. Next item
8 is \$92,247 for UEZ marketing, business attraction
9 and retention phase two, Cassandra.

10 MS. CHATMAN: Yes. If you remember, I
11 know Kathy remembers, that I was originally hired
12 under the first marketing project to do events. And
13 I have to say that the first marketing project while
14 good, we had some real, you know, great successes in
15 terms of attracting people to Irvington. Where I
16 think, you know, we fell short was keeping them
17 there. We had concerts, a series of concerts, and
18 we had over 8,000 people at the last set of
19 concerts, 4,000 at the first set, unheard of in our
20 town, unheard of. However, we need those people to
21 come back. They came for the concerts, they spent
22 money, but we need them to come back again and
23 again. So how do you do that? Well, you do it by
24 getting it right the next time, and hopefully, you
25 know, we will.

1 We are looking to we are requesting
2 \$92,247 for our marketing and business attraction
3 and retention program. Lakesha Bonderon, who
4 already works at the UEZ, we decided she is an
5 exceptional person, and she is here, so you will get
6 a chance to meet her, but she is an exceptional
7 person, she has the most unbelievable customer
8 service skills. And we felt, how better to go out
9 there and tell our UEZ story than to have her do
10 it? And her job will entail not just the hard
11 numbers, but getting belly to belly with people and
12 telling them Irvington is the place to be. We are
13 centrally located, we are a diamond in the rough,
14 and we have a lot of retail space, we have a lot of
15 industrial space. So her job will be to go out
16 there and tell the businesses, hey, we're open for
17 business. And that's pretty much what this program
18 will do. So again, the first marketing project we
19 got the people there, this time we're going to keep
20 them.

21 MS. KUBE: Great. Thank you,
22 Cassandra. May we have a motion, please?

23 MS. PEARSON: So moved.

24 MS. KUBE: Motion by Ms. Pearson.

25 Second?

1 MR. HURD: Second.

2 MS. KUBE: Second by Mr. Hurd. Any
3 questions?

4 MS. RICHARDSON: I'm sorry.

5 MS. KUBE: Ms. Richardson.

6 MS. RICHARDSON: I'm looking at the
7 detailed project cost, and I'm looking at the 4,000
8 and change for conferences, training, workshop,
9 conventions, is that pretty much it for the year, or
10 are there going to be additional expenditures, or is
11 this it?

12 MS. CHATMAN: We are going to ask the
13 Township also, because there are conferences that
14 Lakesha might not be able to go to, there are a
15 couple conferences that the International Council of
16 Shopping Centers that the mayor actually goes to, so
17 the Township will pick up those costs that are
18 involved with that, and sometimes even for myself.
19 So UEZ, this is only what the UEZ will be
20 responsible for.

21 MS. RICHARDSON: For the year?

22 MS. CHATMAN: For the year, yes.

23 MS. RICHARDSON: And the amount of
24 disclosure here, this is it, this is the conference
25 you are going to, there isn't another one unless

1 it's being picked up by the Township?

2 MS. CHATMAN: Right, whatever you see
3 here, this is what we're anticipating, yes.

4 MS. MONTERO: I have another question.

5 MS. KUBE: Yes.

6 MS. MONTERO: For the business
7 community service aide, for that particular
8 position.

9 MS. CHATMAN: Uh-huh.

10 MS. MONTERO: What are the performance
11 outcomes for that position?

12 MS. CHATMAN: Well, hopefully one of
13 the things that we are hoping, and actually the
14 mayor is expecting, is that the retail space that we
15 have now available, and it's significant, that at
16 least what he's thinking a third of that will be
17 filled, and he's thinking that will be filled by our
18 department. I don't think that's outrageous at all,
19 I believe we can. We have a lot of interest in our
20 town. I mean, you have a Township of 70,000 people
21 with disposable income of 420 million dollars, it's
22 not going to be very hard to do that.

23 And also too we're expecting to have
24 some better brochures, better pieces to attract
25 people. Because what we've lacked in the past is,

1 you know, people want something in their hands, they
2 want to see something. They want to also see some
3 of the hard numbers, and we just didn't do that, we
4 didn't do a good demographic study. So hopefully
5 that will be some of the things that she will
6 accomplish.

7 MS. MONTERO: So increasing the number
8 of businesses?

9 MS. CHATMAN: Increasing the number of
10 businesses that come to the Township.

11 MS. MONTERO: By a third?

12 MS. CHATMAN: The mayor's hoping that
13 in the Springfield Avenue section, that's what I
14 should have said, by a third.

15 MS. MONTERO: In that particular
16 location?

17 MS. CHATMAN: Uh-huh. But that's our
18 first target area.

19 MS. MONTERO: Okay. What does a third
20 equate to, approximately how many businesses?

21 MS. CHATMAN: Probably about 20, 28,
22 29.

23 MS. MONTERO: Okay. Thank you.

24 MS. KUBE: Any other questions?

25 Hearing none, all in favor please signify by saying

1 aye. Any opposed? Any abstentions?

2 (All in favor, no opposed)

3 MS. KUBE: Motion carries.

4 Congratulations, Irvington.

5 MS. CHATMAN: Thank you. Have a good
6 day.

7 MR. BROWN: Thank you very much.

8 MS. KUBE: Next agenda item is Jersey
9 City's request for \$344,393 for customer service
10 skills center phase two. Roberta Farber is here.
11 And, Ms. Richardson, I believe you had wanted to
12 recuse yourself for this?

13 MS. RICHARDSON: Yes.

14 MS. FARBER: If I could just deviate
15 from the proposal for one minute?

16 MS. KUBE: Sure.

17 MS. FARBER: Just to let the Authority
18 know, and the coordinators that have worked with Bob
19 Hennger who was our CCTV director for many, many
20 years, last Thursday, unfortunately, Mr. Hennger
21 passed away. And for Jersey City it is a great
22 loss, and I know for a lot of the communities that
23 worked with him as well. He was a good friend to
24 Jersey City, and to the UEZ program, and to all of
25 the different police chiefs and captains that worked

1 with him.

2 MS. KUBE: Thank you.

3 MS. FARBER: Thank you. On another
4 note, customer service skills center.

5 MS. KUBE: Yes.

6 MS. FARBER: We are here requesting
7 \$344,393 for Jersey City's customer service skills
8 center. This is our third year funding, we have
9 graduated over 128 students from this last year, and
10 we have an 88 percent placement rate for the skills
11 center trainees that have gone through the program.
12 It has been hugely successful. We also have a
13 Department of Labor grant in as we speak to help
14 fund the program as well.

15 MS. KUBE: Thank you, Roberta. Can we
16 have a motion, please?

17 MS. PEARSON: So moved.

18 MS. KUBE: Motion by Ms. Pearson.

19 Second?

20 MS. KOLLURI: Second.

21 MS. KUBE: Second by Ms. Kolluri. Any
22 questions? Mr. Abelar.

23 MR. ABELAR: Why is this not approved
24 by the City Council?

25 MS. FARBER: It is.

1 MS. KUBE: It is.

2 MS. FARBER: It couldn't be before the
3 Authority if it had not been approved by the City
4 Council.

5 MS. KUBE: But we got the resolution
6 after. This has been approved, I do have a City
7 Council resolution for this.

8 MS. MONTERO: You noted that the
9 program has been a success.

10 MS. FARBER: Yes.

11 MS. MONTERO: Can you just highlight
12 three accomplishments that you would say are your
13 major accomplishments?

14 MS. FARBER: The fact that we have
15 trained over 128 employees, they are all making
16 above minimum wage, the average salary per employee
17 is over \$12. And these are all persons that have
18 gone through employment training, they have also
19 been through all the different testing that is
20 required by the State. We have eight different
21 partners with this program, the Work Force
22 Investment Board of Jersey City Employment and
23 Training, the Hudson County Economic Development
24 Corporation. Who am I missing? The community
25 college is also a partner in the program. And it

1 has been a hugely successful collaborative
2 opportunity. Also at this juncture Passaic County
3 Community College is in negotiations with Hudson
4 County Community College to send students and
5 trainees from their program to Jersey City's program
6 for training so that another center does not have to
7 be created in Passaic County.

8 MS. MONTERO: And you mentioned you had
9 a grant request with the Department of Labor
10 presently?

11 MS. FARBER: Correct. That's through
12 the Episcopal Development Community Organization who
13 is the parent organization for the program with the
14 community college, it's all collaborated.

15 MS. MONTERO: A consortium request?

16 MS. FARBER: Yes.

17 MS. MONTERO: And there aren't any
18 duplications to what you're requesting here as to
19 what you're requesting with the grant?

20 MS. FARBER: No.

21 MS. KUBE: Mr. Abelar, yes, we just did
22 not include it in here. When we put the February
23 agenda together it was contingent upon receipt of
24 the resolution, and because the meeting was canceled
25 we did get the resolution, but I failed to include

1 it in here. But there is a resolution.

2 MR. ABELAR: Thank you.

3 MS. KUBE: Okay. Any other questions,
4 comments or concerns? Hearing none, all in favor
5 please signify by saying aye. Any opposed? Any
6 abstentions? Motion carries.

7 MS. FARBER: Thank you.

8 MS. RICHARDSON: I recuse, one recusal
9 from Ms. Richardson, sorry.

10 MS. KUBE: Next agenda item we will
11 take separately, Lakewood's two requests, the first
12 one is for \$396,000 for acquisition of 228 Main
13 Street.

14 MR. CORBY: Madam Director, if I may
15 defer to the next item on the agenda, the marketing
16 and public relations.

17 MS. KUBE: Okay.

18 MR. CORBY: Mr. Doyle is going to give
19 that presentation.

20 MS. KUBE: Okay.

21 MR. CORBY: And this will be Mr.
22 Doyle's last presentation before the members of the
23 Authority, he is leaving the Lakewood office and
24 going onto bigger and better things with the school
25 construction.

1 MR. ABELAR: Who is leaving, you or
2 he?

3 MR. DOYLE: I am.

4 MS. LENOX: No wonder he looks happy.

5 MR. CORBY: On behalf of the
6 coordinator in Lakewood, as you know Doug has been
7 an integral part of making our office a success and
8 making the program a success. And in Lakewood, as I
9 said, we're going to miss him, but he is going onto
10 bigger and better things, and that's good for
11 himself professionally and for his family. And now
12 we will see if he's still in top form and can
13 convince the members of the Authority that this is a
14 great project.

15 MS. KUBE: Okay.

16 MR. CORBY: Mr. Doyle.

17 MR. DOYLE: First of all let me say
18 thank you for your kind words. And also, Ms. Kube,
19 I couldn't have done it without you and all of your
20 staff. I thank you for all your help for all the
21 years.

22 MS. KUBE: I am very proud of you. You
23 have to move on up. Congratulations.

24 MR. DOYLE: Thank you.

25 MS. KUBE: So you are going to present

1 the first project?

2 MR. DOYLE: I am. This is marketing
3 and public relations phase five, we are requesting
4 \$172,828 for UEZ related portion of a total \$302,828
5 project for marketing and public relations. The
6 line items contained within are consistent with past
7 project proposal submissions and approvals. It will
8 include continuation of our tri-annual newsletter,
9 which is mailed to all of the businesses and
10 residences of Lakewood Township. It will include
11 another year of our baseball ticket promotion, which
12 is where we purchase tickets to the Blue Claws games
13 and make them available to the UEZ certified
14 businesses for their clients, vendors, etcetera, so
15 forth.

16 In addition, the billboard advertising
17 at the stadium almost half a million people go to
18 the stadium during the baseball season. We have in
19 the past and wish to continue placing advertisement
20 there showing the benefits of the UEZ due to the
21 regional nature of that facility and the crowd that
22 comes in there. Also included would be web site
23 related items for the UEZ promoting our businesses,
24 promoting our programs, etcetera and so forth. It's
25 a component for a public relations firm which is

1 being paid for by another entity.

2 A new item here would be promoting the
3 historic Strand Theater. As everybody is aware, we
4 own that theater, and the purpose of these is to
5 promote the historic nature of that theater in
6 media, press media, and a schedule was attached for
7 that for what we were intending on doing.

8 MS. KUBE: Okay, great. May we have a
9 motion, please.

10 MR. ABELAR: So moved.

11 MS. KUBE: Motion by Mr. Abelar.
12 Second?

13 MR. HURD: Second.

14 MS. KUBE: Second by Mr. Hurd. Are
15 there any questions, comments or concerns from any
16 of the Board members?

17 MS. MONTERO: Just a quick question.

18 MS. KUBE: Sure.

19 MS. MONTERO: On the attendance, the
20 attachment five, your attendance by season.

21 MR. DOYLE: Yes.

22 MS. MONTERO: It appears to be
23 declining. To what extent is this proposal going to
24 help with that, help avoid that?

25 MR. DOYLE: We have no control over the

1 attendance at the stadium. Last year the Lakewood
2 Blue Claws, the team that plays, actually was the
3 champion of the South Atlantic League for the first
4 time in five years, and they have only been around
5 for five years. A lot of the attendance figures
6 that you see usually there are 70 home games per
7 season, but due to rain outs, etcetera, bad weather,
8 games get canceled, which is why the statistics go
9 up and down. But it averages about 450 some odd
10 thousand a year. And that does not include any
11 other special events they have, this is just
12 baseball game related statistics as provided by the
13 Blue Claws each year.

14 MS. MONTERO: So you have no control
15 over that?

16 MR. DOYLE: We have no control over the
17 weather.

18 MS. MONTERO: No, over increasing the
19 attendance?

20 MR. CORBY: Or whether they win or
21 lose.

22 MR. DOYLE: That's not in our control.
23 We're trying to take advantage of the fan base that
24 they attract in promoting our businesses in town.

25 MS. KUBE: Okay. Any other questions?

1 MR. ABELAR: I have a comment.

2 MS. MONTERO: No. Thank you.

3 MS. KUBE: Mr. Abelar.

4 MR. ABELAR: I didn't know this Strand
5 Theater was owned by the Urban Enterprise Authority
6 or your equivalent in Lakewood, I didn't know. The
7 members of the Authority may be proud to see this
8 trend.

9 MS. KUBE: It's been a long time
10 project.

11 MR. ABELAR: I didn't know, but very
12 good. I am very glad that you added all of the
13 contributions to this project also aside.

14 MR. DOYLE: Well that's our intent,
15 it's an overall project for the township, and we
16 just broke those out that relate to the UEZ
17 specifically.

18 MS. KUBE: Any other questions?

19 MS. RICHARDSON: Kathy, transactions
20 like this are a part of the administrative budgets
21 and being reviewed right now by staff?

22 MS. KUBE: They can. For the longest
23 time marketing was only allowed under the
24 administrative budgets, and then when the
25 legislation was amended in the 90's it allowed for

1 marketing. So zones they can either put it under
2 their administrative budget or they can submit it as
3 a separate project.

4 MS. RICHARDSON: Either or?

5 MS. KUBE: Yes.

6 MS. RICHARDSON: So in looking at this
7 proposal for the year you don't anticipate using
8 zone funds for any conferences or things of that
9 nature?

10 MR. DOYLE: No, this is strictly
11 marketing the zone and marketing the business in the
12 zone.

13 MS. RICHARDSON: Would conferences be
14 in another category?

15 MS. KUBE: In our admin budgets.

16 MR. CORBY: We can do that.

17 MS. KUBE: You will see a line item for
18 conferences.

19 MR. DOYLE: And this is separate from
20 that.

21 MS. KUBE: And this will be for
22 conferences for other reasons, what you are
23 reviewing before you today is your marketing
24 proposal for Lakewood Township.

25 MS. RICHARDSON: So items like

1 conferences could be in this, or it could be in the
2 administrative budget?

3 MS. KUBE: I would say if it's a
4 project you are going to find it right here, for the
5 project if it relates to the marketing you are going
6 to see it here.

7 MR. CORBY: If I may interject, Madam
8 Director.

9 MS. KUBE: Yes.

10 MR. CORBY: Conferences such as
11 encouraging new members, the UEZ, we in Lakewood,
12 pardon me, usually handle that in our administrative
13 side. And we do that a couple times a year, try to
14 go out and get new member businesses. But we treat
15 it as an administrative matter in-house, if you
16 will.

17 MS. KUBE: Any other questions?
18 Hearing none, all in favor please signify by saying
19 aye. Any opposed? Any abstentions?

20 (All in favor, no opposed)

21 MS. KUBE: Motion carries.
22 Congratulations and good luck to you, Doug.

23 MR. DOYLE: Thank you.

24 MS. KUBE: The next item is Lakewood's
25 request for \$172,828 for marketing and public

1 relations and it's phase five. Mr. Corby.

2 MR. DOYLE: We just did that one, the
3 other one.

4 MS. KUBE: Sorry, 396,000 for 228 Main
5 Street, I apologize.

6 MR. CORBY: Indeed, thank you. Madam
7 Chair, members, I have a PowerPoint presentation
8 this morning. We in Lakewood are trying to get high
9 tech, and they sent this old guy up here to try it.
10 So I hope you will be patient with me, if you
11 would. There is also a handout to go along with
12 this.

13 But this is a piece of property
14 currently owned by the Housing Mortgage Finance
15 Agency, it is located in the heart of our downtown
16 area. This is a little distant shot, but that's the
17 project site.

18 MS. KUBE: Where is the site?

19 MR. CORBY: I will have it up again.
20 This is a request for 396,000 to purchase one piece
21 of property, it is currently vacant. Also included
22 in this project is the cost, soft cost for preparing
23 an RFP for the Franklin Street redevelopment area.
24 And I will show you that in a moment. It includes
25 the cost of various professionals in order to

1 effectuate the entire project and where we are going
2 with this.

3 Here again, this is downtown Lakewood,
4 the property is located on the southern end of the
5 Lakewood downtown. The street it is on is really
6 Main Street in Lakewood, it's Route 88, State
7 Highway Route 88. Obviously it's in the UEZ itself,
8 and part of the redevelopment area. Here is a
9 picture of the site itself that you can see it's
10 vacant at the current time underutilized. The
11 sidewalk you see in front sits on Main Street, it
12 will be a commercially viable area. Here again
13 you'll see the top is Main Street, Clifton Avenue
14 runs to the east.

15 Currently the arrow points to this
16 particular piece of property. But the other items
17 that are colorized are either township owned or
18 owned by the LDC itself. So we're trying to
19 assemble the properties. The parcel would be the
20 fifth acquisition in this Franklin Street
21 redevelopment area. There are a total of 15
22 parcels, the Township wishes to prepare the RFP to
23 develop the Franklin Street area. Future plans are
24 mixed used development and potential transit rail
25 station, because there is planned to be much future

1 activity in establishing commuter lines now from
2 Lakehurst or Toms River through Lakewood and up to
3 the main line. So we are trying to fashion, if you
4 will, a redevelopment plan which will include those
5 uses for the future.

6 This is the corner of Main Street and
7 Clifton Avenue, it just shows you the type of
8 businesses there now, it's an old restaurant. Here
9 are some of the other types of businesses that are
10 included in that area. And just there's a great
11 deal of open area, open space there.

12 These are the other township owned
13 parcels, if you might look, and it includes a long
14 standing UEZ project back from 2000, which we intend
15 to close on next. There was some environmental
16 problems, but we're dealing with those separately
17 through an EPA Brownfield grant. So hopefully this
18 year we will be able to purchase that other piece
19 and move onto some of the other pieces.

20 That's the facts. I would ask you to
21 look at this one parcel in the light of the entire
22 Franklin Street redevelopment project. Thank you.

23 MS. KUBE: Thank you, Mr. Corby. May we
24 have a motion, please.

25 MR. ABELAR: So moved.

1 MS. KUBE: Motion by Mr. Abelar.

2 Second?

3 MS. PEARSON: Second.

4 MS. KUBE: Second by Ms. Pearson. Any
5 questions, concerns?

6 MS. KOLLURI: I have questions.

7 MS. KUBE: Ms. Kolluri.

8 MS. KOLLURI: The appraisal, did you do
9 an appraisal for this property?

10 MR. CORBY: That is part of the
11 project, I believe, and it's required.

12 MR. ABELAR: Yes.

13 MR. CORBY: And it's required by the
14 Housing Finance Agency. They will do one, we will
15 do one.

16 MS. KOLLURI: Okay, so the funding that
17 you're requesting today, how does that fit in with
18 the overall? I mean, are you assuming, is the
19 assumption made that that's what the cost of the
20 property is, the 396?

21 MR. CORBY: Yeah, 396 less some soft
22 costs that are in there. But we've kind of come to
23 the agreement that the appraised assessed value is
24 about 350,000.

25 MS. KOLLURI: Okay.

1 MR. CORBY: If the appraisals
2 themselves come in with something different I think
3 there's already an agreement between 29 agencies,
4 you know, that I will come back and ask for whatever
5 the difference is. But we're pretty sure market
6 value--

7 MS. KOLLURI: Right.

8 MR. CORBY:--that we're in the ball
9 park.

10 MS. KOLLURI: What is your timing for
11 the RFP going out to the master developer?

12 MR. CORBY: Upon approval, this I am
13 going to direct our planner and engineer to prepare
14 that. I would hope to have that prepared by early
15 May. We're ready to move.

16 MS. KOLLURI: Okay.

17 MS. KUBE: Ms. Kolluri, generally we do
18 have the appraisal, a copy of the summary sheet with
19 the project, and 99.9 percent of the time it's in
20 there.

21 MS. KOLLURI: Yeah, I was looking for
22 it, but it's not in this one.

23 MS. KUBE: Any other questions?
24 Hearing none, all in favor please signify by saying
25 aye. Any opposed? Any abstentions?

1 (All in favor, no opposed)

2 MS. KUBE: Motion carries.

3 Congratulations.

4 MR. CORBY: Thank you.

5 MS. KUBE: Congratulations, Doug.

6 MR. CORBY: Thank you, Madam Director.

7 Thank you all.

8 MS. KUBE: Next item is Mount Holly's
9 request for \$310,000 for the Good Neighbor Loan
10 Program, year four. Kevin Mizikar is here today.
11 Good morning, Kevin.

12 MR. MIZIKAR: Good morning. This is a
13 project request for \$310,000, it's a
14 recapitalization of our existing Good Neighbor Loan
15 Program, this is our fourth request for zone
16 assistance funding for this project. Since 1998
17 we've utilized \$500,000 in zoning assistance funds
18 in loans through our Good Neighbor Loan Program, and
19 it's generated about nearly \$525,000 for our second
20 generation account. We are the lender, and our
21 loans are-- I guess I should say the Mount Holly
22 Township Zoned Development Corporation is the
23 lender, there are no private banking institutions
24 involved. Loans are awarded up to \$25,000, minimum
25 of \$2,000.

1 We do utilize the services of the
2 Regional Business Assistance Corporation to serve as
3 the loans who provide us with credit reports prior
4 to award of the loan. We have a loan committee
5 which is composed of our executive board members and
6 myself as the executive director. And that body
7 makes a recommendation to the full Urban Enterprise
8 Zone Board for Mount Holly Township for the award
9 and approval of a loan.

10 We have three different lengths of pay
11 back, and different interest rates that accompany
12 them, a 35 month loan at 2 and a half percent
13 interest, a 59 month loan at 5 percent, and 84 month
14 loan at 7 and a half percent interest. All loans
15 require personal guaranties and promissory notes,
16 and the loans cannot be used for working capital or
17 to refinance existing business debt.

18 MS. KUBE: Thank you, Kevin. May we
19 have a motion, please.

20 MR. HURD: So moved.

21 MS. KUBE: Motion by Mr. Hurd.

22 Second?

23 MS. RICHARDSON: Second.

24 MS. KUBE: Second by Ms. Richardson.

25 Any questions, comments or concerns? Mr. Abelar.

1 MR. ABELAR: Yeah, one thing you forgot
2 to mention, which is very good, which is each
3 borrower needs to sign a personal note, I think--

4 MR. MIZIKAR: That's correct.

5 MR. ABELAR:-- that is the case,
6 correct?

7 MR. MIZIKAR: Yes, it is.

8 MR. ABELAR: They sign a personal note
9 for the amount of the loan.

10 MR. MIZIKAR: That's right.

11 MR. ABELAR: Which is very good. Now
12 one thing is the amount of the rate is quite low in
13 comparison to the private sector. The rates today
14 are the discount rate, which is the overnight rate.

15 MR. MIZIKAR: Right.

16 MR. ABELAR: Between banking
17 institutions is 6.25, and we are charging here 2
18 percent. I think it should be higher. The level of
19 loans is good and the personal note is very good,
20 but in the future I think these rates have to come
21 up just to equate the private sector, or at least
22 come close to the private sector.

23 MR. MIZIKAR: We're trying to beat the
24 private sector is our goal.

25 MS. PEARSON: Yeah. Mr. Abelar, the

1 idea is to bring businesses in, and this is what
2 it's all about, you know what I mean?

3 MR. ABELAR: I understand the purpose,
4 there is supply of capital in existence, the
5 government doesn't need to go in with our money when
6 there is sufficient capital provided by the private
7 sector, that's why interest rates are low. But I
8 understand it's provided by law that loans can be
9 made. But there is another responsibility of this
10 Authority, which is not to give away public monies
11 either on that balance, I'm trying to strike a
12 balance.

13 MS. KUBE: I know, but we disagree with
14 that, because grants and loans are a part, they're
15 allowable under the statute. Okay, any other
16 concerns or questions?

17 MS. RICHARDSON: On the underwriting
18 policies, the lending procedures and practices, are
19 they documented, and is that something that is
20 reviewed by UEZ staff?

21 MS. KUBE: No.

22 MR. MIZIKAR: We do have-- well, we
23 haven't documented it at our level approved by the
24 township solicitor, they are available, you know, if
25 the Authority would like to see them, as far as what

1 our promissory notes and personal guaranties are and
2 the other terms and conditions of the loan.

3 MS. RICHARDSON: So the program is
4 documented?

5 MR. MIZIKAR: Absolutely.

6 MS. RICHARDSON: And it's available
7 within the zone. In terms of your loans being below
8 market, what is the target market that you are
9 looking for?

10 MR. MIZIKAR: We're looking to use it
11 as a financial incentive to assist businesses
12 whenever they need assistance in expanding. We
13 require the business to show how they are going to
14 directly be able to increase employment, or increase
15 customers, or increase pedestrian flow within the
16 community by receiving these funds. So it's tied
17 to, you know, the overall betterment of the
18 community. You know, it won the award prior to the
19 award being made.

20 MS. RICHARDSON: Are these businesses
21 that are otherwise bankable?

22 MR. MIZIKAR: As far as receiving the
23 funding?

24 MS. RICHARDSON: Are these businesses
25 that would have the ability to go to other banks and

1 secure financing?

2 MR. MIZIKAR: Sometimes they would be
3 able to, and sometimes they wouldn't, it really
4 depends on the business. We asked the businesses in
5 the application whether or not they have requested
6 funding from a private institution within the last
7 12 months and/or if they have been denied lending
8 from the private institution. So it really depends
9 on the applicant.

10 MS. RICHARDSON: Okay, thank you.

11 MS. KUBE: Any other comments? One
12 thing I want to note that as of the beginning of the
13 year with projects coming forward we are doing tax
14 clearances on businesses who want to take advantage
15 of grants and loans. So, Kevin, for instance, when
16 he does have a company who wants to take advantage
17 of that he will send in information, and we get it
18 cleared through taxation. If for any reason the
19 business has some outstanding tax issues with the
20 Division of Taxation or the State of New Jersey, the
21 project will be put on hold until we can get
22 everything in order.

23 MS. RICHARDSON: One follow-up
24 question.

25 MS. KUBE: Sure.

1 MS. RICHARDSON: You actually triggered
2 another question. So there's the up-front
3 assessment, or there's an up-front determination
4 that the business is in compliance with the taxes?

5 MS. KUBE: Yes.

6 MS. RICHARDSON: After you grant a loan
7 are you also making sure that the borrower continues
8 to pay taxes, there are no issues, and what happens
9 if they fall behind?

10 MS. KUBE: One thing the statute-- I
11 mean, I will let Kevin address that, but one thing
12 the statute the amendment to the statute now says
13 that we have to do this on an annual basis.

14 MS. RICHARDSON: Okay.

15 MS. KUBE: Okay. So in order for a
16 business to certify or recertify in the program it
17 needs to be done under the new legislation.

18 MS. RICHARDSON: So do the loan
19 documents anticipate this, and what is the
20 consequence?

21 MR. MIZIKAR: At such a time a business
22 would fall from the UEZ program their loan
23 immediately becomes due in full.

24 MS. RICHARDSON: So that's in the loan
25 document?

1 MR. MIZIKAR: Yes.

2 MS. RICHARDSON: Great.

3 MS. KUBE: Any other questions?

4 MS. MONTERO: One last question.

5 MS. KUBE: Ms. Montero.

6 MS. MONTERO: You mentioned that one of
7 the things you look for is increase in employment,
8 or I'm assuming retention of employment too if
9 that's an issue?

10 MR. MIZIKAR: Yes.

11 MS. MONTERO: I just briefly looked
12 through the recipients and what the loans are being
13 used for. For the most part a majority of them are
14 used for equipment.

15 MR. MIZIKAR: Uh-huh.

16 MS. MONTERO: To what extent does that
17 help increase employment and/or retain employees?

18 MR. MIZIKAR: Well one concrete example
19 of that that I can give is a company by the name of
20 Sealatoll(sp) Wholesale Seafood, they have utilized
21 our loan program to purchase additional refrigerated
22 box trucks which they deliver their wholesale
23 seafood for. Every time they purchase an additional
24 truck that's two additional hires that they can make
25 for their two shifts of operation. So we feel it's

1 a worthwhile investment for us to make in their
2 business and them making it back into the
3 community. Given that, you know, they have to meet
4 a certain ratio of employees to stay in the program,
5 which are hired from within the township or meet the
6 other conditions of the program.

7 MS. MONTERO: Thank you.

8 MS. KUBE: Any other comments,
9 questions or concerns? Hearing none please signify
10 by saying aye. Any opposed? Any abstentions?

11 (All in favor, no opposed)

12 MS. KUBE: Motion carries.

13 Congratulations.

14 MR. MIZIKAR: Thank you.

15 MS. KUBE: Okay, the next items are
16 Paterson, and we will take them separately. The
17 first agenda item is \$875,110 for video surveillance
18 project phase one. Hi, Jan.

19 MS. NORTHRUP: Hi. Good morning
20 everyone. I have with me this morning Sergeant
21 Perales who is our technical person on this project,
22 and Captain Rodriguez who is also available for any
23 questions, should you have any regarding this
24 project.

25 Paterson is here today to request zone

1 assistance funds in the amount of \$875,110 for
2 approximately what we think we could buy with them
3 is 30 video cameras, the software and everything
4 else that we need to get Paterson on board with some
5 sort of a video surveillance project.

6 We have a pilot project in place right
7 now. We did not pay for this pilot project, but we
8 did use it as a stepping stone, and also we gained a
9 lot from this in terms of learning what type of a
10 system would be best for Paterson. We believe at
11 this point that a wireless system would be best for
12 us. And on a second phase probably, if this is
13 approved and we can go to a second phase, we may end
14 up doing some sort of a hybrid system and then do a
15 wired system as well. I think that's what Jersey
16 City did.

17 I had the opportunity to meet with Bob
18 Hennger, and it was sad to hear that news of his
19 passing. He was a good friend to Paterson, and he
20 invited us up there many, many times to view that
21 system. And we went with our police personnel, and
22 we just enjoyed everything they had up there, and we
23 would like to try to fashion our system somewhat
24 after their's.

25 This in kind money from the police

1 department will be used by the city to offset their
2 portion, I think they far surpass the 20 percent
3 that is being asked of the police department, in
4 this particular case. The amounts of their salary,
5 I think it's 500 and something thousand, I'm trying
6 to find it here. How much is it? \$575,426.

7 There will be around-the-clock
8 monitoring of these cameras in real time. There are
9 already four of them, even though we didn't pay for
10 them, four of them are already in the Urban
11 Enterprise Zone, and the gangs have dispersed. And
12 they're moveable cameras, so they're moving them
13 around in various areas. The crime statistics are
14 also available in this package. But if you look at
15 them, you will notice the majority of the crimes
16 occur in that 30 percent, which is designated as an
17 Urban Enterprise Zone. We desperately need this.

18 We recently lost a police officer, and
19 had we had cameras there at the time we probably
20 would have caught the person much sooner. So we're
21 here today to ask for that money so we can get on
22 board and get moving with this project.

23 MS. KUBE: Thank you, Jan. May we have
24 a motion, please.

25 MR. HURD: So moved.

1 MS. KUBE: Motion by Mr. Hurd.

2 MS. RICHARDSON: Second.

3 MS. KUBE: Second by Ms. Richardson.

4 Any questions?

5 MR. HURD: I have one quick question.

6 You say the cameras are movable, now where do you

7 plan on setting them up, and how would they be

8 movable?

9 MS. NORTHRUP: The power project is

10 movable, the other cameras that we purchase from the

11 Urban Enterprise Zone solely most of them will not

12 be movable. If you have a handout, I have maps of

13 where those 30 cameras are going to go. Would you

14 like to see that?

15 MR. HURD: Yeah.

16 MS. NORTHRUP: Okay, please pass them

17 out then.

18 MR. ABELAR: But they are wireless,

19 right?

20 MS. NORTHRUP: They are wireless. But

21 we can move them, but we would prefer to keep them

22 in certain points. Unless we notice that all of the

23 sudden the crime rate is down so low and the gangs

24 have totally disbursed from that area, then we would

25 move them. But other than that, we would like to

1 try to keep them where they are. We have a decent
2 line of sight, and we should be able to get clear
3 pictures from this. And all of these videos will be
4 archived for prosecution reasons, obviously.

5 MR. ABELAR: I have a question to the
6 Sergeant. The question always arises, will the
7 cameras lower the need for police officers?

8 SERGEANT PERALES: That will never
9 happen. A camera can't replace a police officer on
10 the street. The camera can direct that police
11 officer on the scene before that guy behind the
12 camera can get out and get him himself.

13 Right now we currently have 12 of
14 these things, and we've had over a hundred arrests
15 with them. And this is just the pilot program, and
16 we move them as we see fit. But the UEZ cameras will
17 not be moved. We have already determined that we
18 need those as relay stations to get back to the
19 stations. But the ones in the peripheral, we will
20 move those around as we see fit. Right now we have
21 three cameras we are getting ready to move because
22 everything around them died, that's how effective
23 they are, they used to be high-crime areas.

24 MR. ABELAR: Is there a hard problem to
25 move them?

1 SERGEANT PERALES: They are not hard to
2 move at all, no, sir.

3 MS. KUBE: Any other questions?

4 MS. MONTERO: Yes, I have one.

5 MS. KUBE: Ms. Montero.

6 MS. MONTERO: I have a letter from the
7 chief of the police that you have--

8 MS. NORTHRUP: Yes.

9 MS. MONTERO:-- attached here. This
10 indicates they are going to be placed on traffic
11 control devices and telephone poles.

12 SERGEANT PERALES: Yes, that's correct.

13 MS. MONTERO: So you are not just
14 monitoring traffic, right?

15 SERGEANT PERALES: No.

16 MS. NORTHRUP: No.

17 SERGEANT PERALES: Our cameras have
18 nothing to do with traffic, we don't have plate
19 checkers, we don't have red light beaters, that's
20 not our purpose.

21 MS. MONTERO: Another question, just
22 for clarification, these monies, are they going to
23 pay for the salaries of these police officers?

24 MS. NORTHRUP: No, no, not at all.

25 MS. MONTERO: All right. If these

1 police officers were not monitoring these cameras,
2 and I see here you have specifically which ones they
3 are, what their salaries are, it's broken down, what
4 would they be doing on that shift?

5 SERGEANT PERALES: The police officers
6 would be out doing regular patrol functions, they
7 would be doing regular patrol functions.

8 OFFICER RODRIGUEZ: But that police
9 officer in that camera room could do so much more.

10 MS. MONTERO: Explain.

11 OFFICER RODRIGUEZ: Basically he's able
12 to monitor six, seven blocks all at one time,
13 whereas a police officer on the street would have to
14 walk or drive. He could continuously monitor that
15 UEZ section on a 24/7 basis.

16 MS. MONTERO: Is a police officer
17 monitoring the video surveillance going to result in
18 less officers in a particular zone?

19 OFFICER RODRIGUEZ: No, it doesn't, it
20 supplements. The police officer monitoring those
21 cameras is in direct contact constantly with all of
22 the officers on the street. A lot of times you have
23 the officer on the street-- I'm sorry, in the camera
24 room will see something and direct the police
25 officers immediately. There is no lag, there's no

1 call time, it's just clicking a police radio, you're
2 talking instantaneous.

3 SERGEANT PERALES: Perfect example of
4 it is this week alone our daytime radio guy
5 recovered five stolen cars just by looking around,
6 seeing a car with a broken window, runs the plate,
7 boom, it's a hit. Another car is wanted, they give
8 it over the air, he sees it driving right past his
9 camera. A patrol guy would have never seen it.

10 MS. MONTERO: And it's going to be one
11 officer?

12 SERGEANT PERALES: There's two per
13 shift, three shifts.

14 MS. MONTERO: Two per shift?

15 MS. NORTHRUP: We believe that one
16 officer after looking, it's tough to have one person
17 monitoring it, you could be mesmerized and lose
18 things. That's not what the intention is here, we
19 recognize that. And we learned that, actually, from
20 Jersey City and visiting their installation. So we
21 don't plan on doing it that way, we want to do it
22 the way they did it.

23 MS. MONTERO: They will always be
24 monitored by officers, not radio room people?

25 MS. NORTHRUP: No, by officers.

1 MR. ABELAR: Do you have night vision
2 too?

3 OFFICER RODRIGUEZ: Yes. It's not as
4 clear as the day vision.

5 MS. KUBE: Any questions? All in favor
6 signify by saying aye. Any opposed? Any
7 abstentions?

8 (All in favor, no opposed)

9 MS. KUBE: Motion carries.
10 Congratulations. The next item is \$275,000 for zone
11 amenities, trash receptacles. Now you will see a
12 revised proposal before you, Jan worked to purchase
13 trash receptacles at a lesser price than what was
14 originally proposed, so you have this project before
15 you today with the revised agenda. Jan, go ahead.

16 MS. NORTHRUP: Yes. We're here today
17 to ask for \$275,000 for trash receptacles. We
18 originally had this at a higher price. However, I
19 will state at that time we chose a state contractor,
20 so we didn't feel that we had to go any further with
21 the seeking out of a lower price, because we felt
22 that a state contractor would have had the lower
23 price. This has already been done, so we didn't
24 want to reinvent the wheel. But after we were
25 questioned we decided, lets look further.

1 I went out and I spent several days
2 trying to get additional quotes. I was successful
3 in finding something that's similar to what we were
4 going to get, not quite what we were going to get.
5 This particular trash receptacle is 40 pounds
6 lighter, which concerns me. However, it does have a
7 longer warranty, so that was better. So we're
8 hoping that it offsets, okay, all of the other
9 issues. The trash can looks very similar, as I
10 think we just passed it out, to the one that we
11 originally were going to purchase.

12 And we desperately need, it may sound
13 like a lot, 675 trash receptacles. However,
14 Paterson is eight and a half square miles, I think
15 you can see from the maps that we passed out. I also
16 have other maps that are probably clearer for you,
17 and maybe we should pass these out. We are spread
18 out in the Urban Enterprise Zone, it goes from one
19 end of town to the other end of town. We have
20 33,000 school children, most of them attend school
21 in the Urban Enterprise Zone. There is a lot of
22 trash, okay, just going through this town that we
23 need to collect, and we need these trash cans. And
24 my businesses, quite honestly, are the ones that are
25 calling and crying for them. They desperately,

1 desperately need them, they are long overdue. We
2 will pass these out, because this is a map of the
3 Urban Enterprise Zone. You can see all of the
4 shaded areas and how large we are and why we need so
5 many trash cans.

6 MS. KUBE: Okay. Can we have a motion,
7 please.

8 MR. ABELAR: So moved.

9 MS. KUBE: Motion by Mr. Abelar.

10 MR. HURD: Second.

11 MS. KUBE: Second by Mr. Hurd. Any
12 questions?

13 MR. ABELAR: Congratulations for the
14 due diligence.

15 MS. NORTHRUP: Thank you. I am glad I
16 was able to do it.

17 MS. KUBE: Hearing none, all in favor
18 please signify by saying aye. Any opposed? Any
19 abstentions?

20 (All in favor, no opposed)

21 MS. KUBE: Motion carries. Next item
22 is 325,000 for St. Joseph's Hospital Center Pocket
23 Park.

24 MS. NORTHRUP: Sorry, poor Penny is
25 jumping up and down like a jumping bean. Okay, I am

1 going to wing it because I can't find the project.

2 MS. LENOX: Do you want mine?

3 MS. NORTHRUP: I think with all of the
4 other paperwork we left it. We are partnering on
5 this project with St. Joseph's Hospital. St.
6 Joseph's Hospital is the largest employer in the
7 City of Paterson, they are also an Urban Enterprise
8 Zone member, they employ 2,200 people. They have
9 great plans for this learning and teaching hospital,
10 this is just the beginning stages of what they plan
11 on doing.

12 When they told us they wanted to do
13 what they call a pocket park, or a triangular park
14 in front of their facility, we wanted to be
15 partnered with them on this. Because it is on our
16 main street, it is in the shopping district, we
17 wanted to have some sort of signage there that
18 indicated that the Urban Enterprise Zone was
19 involved.

20 There are some stores along there,
21 there is a restaurant, there is a florist, and we
22 felt that we would get a lot of commerce coming in,
23 because there is a business district on both sides
24 of this park. And it will give people a place to
25 sit and relax in between maybe the visitations at

1 the hospital and also the shopping area.

2 Saint Joseph's also is going to build
3 a hotel, they have plans to build a hotel right near
4 the facility and do some other things in that
5 general area. It's a whole re development area for
6 them, and this is just a jump start. And we would
7 love to be on board with this, especially because we
8 will be beginning a street scape project. I think
9 we're out to bid on that, and we should begin in the
10 summer. So this would just tie in nicely, because
11 it's right on our main street.

12 MS. KUBE: Thank you, Jan. May I have
13 a motion, please?

14 MR. ABELAR: So moved.

15 MS. KUBE: Motion by Mr. Abelar.

16 Second?

17 MS. RICHARDSON: Second.

18 MS. KUBE: Second by Ms. Richardson.

19 Any questions, comments or concerns from the Board
20 members?

21 MS. MONTERO: How large is the park?

22 MS. NORTHRUP: It's probably a block
23 long, a large long block, and it's kind of an odd
24 shape piece of property, it's a triangle, so we call
25 it a pocket park. So it's not a huge park that you

1 would consider some of these larger parks in the
2 middle of some locations. But it's a very small
3 park. They plan on putting little chess tables
4 there, having people sit down, congregate there, you
5 know, shop, eat lunch there and things like that.
6 So it would be nice, nice little area.

7 MS. MONTERO: Thank you.

8 MS. KUBE: Any other questions?

9 MS. KOLLURI: The jobs that are
10 created, are those construction jobs?

11 MS. NORTHRUP: There will be
12 construction jobs created, and we anticipate jobs
13 will be created within the restaurant. We expect
14 them to enlarge and grow, because they are going to
15 have an influx of people coming to this park,
16 because it is all part of the main street
17 streetscape. So we expect that to grow as well, so
18 jobs will grow along there as well all along that
19 street.

20 MS. KOLLURI: Thank you.

21 MS. KUBE: Any other questions?

22 Hearing none, all in favor please signify by saying
23 aye. Any opposed? Any abstentions?

24 (All in favor, no opposed)

25 MS. KUBE: Motion carries. Last item is

1 the contract amendment extension request.

2 MS. NORTHRUP: Yes.

3 MS. KUBE: And it's for the revolving
4 loan program phase one.

5 MS. NORTHRUP: Yes.

6 MS. KUBE: This is the 11th extension
7 request.

8 MS. NORTHRUP: Yes.

9 MS. KUBE: And I have asked the
10 coordinator to please make a presentation for this,
11 because it is the 11th request.

12 MS. NORTHRUP: Right. I would say that
13 in the last two years we really didn't lend any
14 money on this program. Part of the reason I thought
15 was because we were not competitive with the rates
16 that the banks were offering. We do this particular
17 revolving loan program for the UEZ goes out from
18 three years to seven years, and based on how many
19 years you take the loan that's the percentage that
20 you get. So if you pay off your loan in three years
21 it's three percent, four years four percent, and so
22 forth, and it goes up to seven percent. I also felt
23 that seven years wasn't enough to pay back some of
24 the larger loans that, you know, that we secure, and
25 some of them are 500,000, 600,000. I just felt that

1 that was a lot of money to pay back in a five or six
2 or seven-year term.

3 So we kind of kept sitting on this
4 money, and I kept asking the Paterson Restoration
5 Program, which oversees the Urban Enterprise Zone,
6 it's a 501 C corporation, I asked them to
7 restructure this. And while they were determining
8 which route to take, all of the sudden everyone
9 started jumping on board for this money.

10 Now what we're waiting for now is the
11 compliance. We're waiting two weeks already to find
12 out if they're in compliance, these businesses. And
13 if they are, if all of them are I won't have any
14 money left, I'll be back here asking for a phase
15 three. Because we have a phase two of this, this is
16 phase one, then we have a phase two, but all that
17 money is already accounted for if they all clear
18 compliance. And we're still looking into
19 restructuring. It's just not an easy task.

20 MS. KUBE: And the tax compliance, it's
21 tax clearance through the Division of Taxation?

22 MS. NORTHRUP: That's right.

23 MS. KUBE: Okay.

24 MS. NORTHRUP: Yes.

25 MS. KUBE: May I have a motion?

1 MR. ABELAR: So moved.

2 MS. KUBE: Okay, motion by Mr. Abelar.
3 Second?

4 MS. PEARSON: Second.

5 MS. KUBE: Second by Ms. Pearson.

6 Questions?

7 MR. HURD: Are there any financial bank
8 institutions that you're working with in regards to
9 structuring this program to make it a little bit
10 more active or successful?

11 MS. NORTHRUP: On the PRC board
12 actually sits a member from Chase Bank, so we do
13 work very closely with Chase Bank, Commercial Bank
14 and Bank of America. We work very closely with all
15 of those banks, because we are not the primary
16 lender. We prefer the lending is split between the
17 banking institution and the Urban Enterprise Zone.
18 If they're looking for a million dollars, we are
19 only going to give them 500, we want it to be
20 split.

21 Our program, I have to say, has been
22 pretty successful, we have only had one person
23 default on a loan in all these years that we've been
24 doing it. And we have an attorney. Actually that
25 was a sad situation, that's a Home Depot site which

1 the man went bankrupt so he needed some money to try
2 to bail himself out, and now he is having a tough
3 time bailing himself out of this loan. But that's
4 the only one in all of the years that we have been
5 doing this. But we are working with them, to answer
6 your question, to structure this.

7 MS. RICHARDSON: Can I ask a follow-up
8 question sort of related to Mr. Hurd? So it sounds
9 like you have a pool of funds. Where the banks have
10 funds in a pool, the UEZ also has funds?

11 MS. NORTHRUP: They don't really have
12 money, the banks do not put money aside for the
13 Urban Enterprise Zone.

14 MS. RICHARDSON: It's the program.

15 MR. NORTHRUP: We have it, when I come
16 down here I ask for a large chunk of money, and then
17 we lend it out with an underwriter, you know, the
18 approval is only on the onset of the revolving
19 loan. In other words, this one was two million, I
20 believe, 2.2 million, or something. I'm getting
21 confused between the revolving loan one and the
22 revolving loan two. But I will come down and ask
23 for 1.5 million or two million. And then we lend it
24 out, and we have an underwriter and the Paterson
25 Restoration Cooperation and an attorney, they all

1 get involved, they do background checks and
2 everything else. But we do work with the banks, we
3 don't want to be the primary lender.

4 MS. RICHARDSON: So you take a second
5 position?

6 MS. NORTHRUP: Yes, we do.

7 MS. RICHARDSON: And you have written
8 underwriting guidelines, policies and procedures?

9 MS. NORTHRUP: Yes, absolutely, yes.

10 MS. KOLLURI: I didn't understand what
11 you said you did to restructure it to make it much
12 more attractive?

13 MS. NORTHRUP: No, we haven't
14 restructured it yet, just when we were about to
15 discuss how we wanted to restructure it all of the
16 sudden all these people came forward who wanted to
17 borrow money. And in fact, as I said, I have money
18 sitting in a revolving one phase one, revolving loan
19 two I don't even have enough. If they all clear
20 their tax issues then we would lend out that money
21 to them. And quite honestly, I'm a hundred thousand
22 dollars shy on what they want.

23 MS. KOLLURI: Is it working capital?

24 MS. NORTHRUP: They use it for
25 equipment, just like the previous program, for those

1 reasons as well.

2 MS. KOLLURI: Thanks.

3 MS. MONTERO: I'm not clear on what the
4 initial amount was and what you have left.

5 MS. NORTHRUP: I don't have the-- oh,
6 wait, I do have it.

7 MS. MONTERO: Over what period of
8 time? Because you said this was the 11th request.

9 MS. NORTHRUP: Yes.

10 MS. KUBE: Initially approved in fiscal
11 year '99.

12 MS. MONTERO: How much have you lent
13 since the inception?

14 MS. NORTHRUP: I have to look at this,
15 hold on one second. Let me try to find phase one.

16 MS. MONTERO: Maybe I should ask, how
17 much did you lend during the original term?

18 MS. NORTHRUP: Revolving loan program
19 was taken out in 1999 for phase one. We took it out
20 for two million. Okay, we lent out just about a
21 million that first year. At that time the contracts
22 were only allowed to go from one year to the next
23 year. You were not allowed to, I think, extend them
24 initially, you can only go from one year to the next
25 year.

1 So people are borrowing a lot of
2 money, there's a process by which they have to be
3 approved. That process could be very, very lengthy
4 in Paterson. Because the Paterson Restoration
5 Cooperation oversees the Urban Enterprise Zone, the
6 underwriter checks out the people, when all of that
7 is done we still have to get a resolution on these
8 people. That's all done internally, and it has to
9 go before the City Council meeting. This could be
10 three or four months before we get off the ground.
11 So it is a lengthy process.

12 Since then we have not, as I say, in
13 the past two years we have not lent any money, we
14 have not. In 2002 we lent 500,000. In 2003,
15 500,000. In 2004, 450,000. Okay. But when we got
16 into the last two years we didn't. And I felt it
17 was because we were not competitive with the banks.

18 MS. MONTERO: What changed from four
19 to-- I don't understand how in two years you didn't
20 lend anything out.

21 MS. NORTHRUP: I don't know.

22 MS. MONTERO: What changed?

23 MS. NORTHRUP: I think the banks, their
24 percentages were lower, we were higher.

25 MS. PEARSON: So people weren't

1 applying.

2 MS. NORTHRUP: They just weren't
3 applying.

4 MS. PEARSON: They weren't applying.

5 MS. MONTERO: Why do you think all of
6 the sudden you have everyone applying now?

7 MR. HURD: The rates went up.

8 MS. PEARSON: The rates went up.

9 MS. NORTHRUP: The rates went up, we're
10 now competitive. Because all of the sudden we have
11 Princeton Laundry, who's a very large company--

12 MS. MONTERO: Basically you're saying
13 it has nothing to do with how you've marketed the
14 availability of the loans?

15 MS. NORTHRUP: No.

16 MS. MONTERO: And you have done it
17 consistently throughout the entire term?

18 MS. NORTHRUP: Yes.

19 MS. MONTERO: Okay, thank you.

20 MS. NORTHRUP: You're welcome.

21 MS. KUBE: Any other questions?

22 MS. MONTERO: I don't know, it just
23 sounds odd to me that in two years you didn't lend
24 any amount.

25 MS. NORTHRUP: We probably have to

1 restructure it. But the next time we go out for a
2 revolving loan program for phase three we probably
3 will restructure it. But right now if these people
4 are in compliance, and I believe they are, one is a
5 huge company, Princeton Laundry, they have been
6 written up in the papers, they created a hundred
7 jobs in Paterson, these people all clear, I don't
8 see any reason why they won't, we're waiting for the
9 final approval from revenue. So basically I think
10 that all of this money we're talking about really is
11 a moot point, because it should all be taken at this
12 point, I am a hundred thousand shy of what we want.

13 MS. MONTERO: My concern is at what
14 point did we discover we weren't being competitive?

15 MS. NORTHRUP: About a year ago when I
16 sat for a complete year without getting a loan, I
17 started the discussions about a year ago. I had to
18 go to the Paterson Restoration Cooperation, they
19 were reluctant to change any of the percentages on
20 these loans, they were reluctant.

21 MS. MONTERO: But the extent to which
22 we can determine whether or not we're competitive is
23 based on how many people walk through the door?

24 MS. NORTHRUP: No, I think you have to
25 look at the banking structure.

1 MS. MONTERO: Right.

2 MS. NORTHRUP: Which is what I tried to
3 get the Paterson Restoration Cooperation to try to
4 do last year. And they were reluctant to do it,
5 they said lets take a wait-and-see approach. I
6 said, okay, I think we ought to be a little bit more
7 competitive. But as it turned out in this past year
8 all of the sudden all these people applied. These
9 people applied probably at least six months ago.

10 MS. MONTERO: But we're still not ready
11 for them?

12 MS. NORTHRUP: That's not my fault, I'm
13 waiting for revenue.

14 MS. KUBE: Right.

15 MS. NORTHRUP: I'm waiting for revenue.

16 MS. KOLLURI: You're doing the right
17 thing. Michelle and I were talking about this, that
18 when businesses and individuals can go to banks and
19 get money that's a good thing, you are suppose to be
20 there for the unbankable, for those that cannot get
21 it.

22 MS. NORTHRUP: That's right.

23 MS. KOLLURI: You have to adjust your
24 structure and monitor the banking structure, I think
25 that's good.

1 MS. MONTERO: I think it is. I'm saying
2 it's odd to me why you wouldn't spend this money in
3 a two-year period.

4 MS. KUBE: And she explained to you
5 why.

6 MS. MONTERO: There was no one moving
7 in the door.

8 MS. PEARSON: We will move on.

9 MS. KUBE: What are we doing now? We
10 are taking a vote. Okay. Anybody have anymore
11 questions? Hearing none, all in favor please
12 signify by saying aye. Any opposed? Any
13 abstentions?

14 (All in favor, no opposed)

15 MS. KUBE: Motion carries.

16 Congratulations, Jan.

17 MS. NORTHRUP: Thank you everyone.

18 MS. KUBE: The next item is
19 Phillipsburg's request for \$85,850 for marketing
20 program phase five. Mark Portnay is here.

21 MR. PORTNAY: Good morning.

22 MS. KUBE: Good morning, Mark.

23 MR. PORTNAY: As you can tell by the
24 title of this project this is our fifth time back
25 requesting funding for our marketing program. We

1 have a dual purpose in our marketing program. One
2 is to attract tourists to our downtown and river
3 front area, because we believe that that is the
4 future of the rebirth of our downtown. And the
5 second is business recruitment. And in that regard
6 we are seeking businesses that are unique, retailing
7 establishments and service businesses that are not
8 in competition with businesses on highways, such as
9 Walmarts and other big stores.

10 It's very important that we undertake
11 these programs, marketing, you know, gratified that
12 when marketing became a project, an eligible project
13 to be funded, the businesses that I'm describing to
14 you, these unique retailing businesses are vastly
15 undercapitalized for the most part, and find it very
16 difficult to have in their budgets significant
17 funding for marketing, although they need to market
18 them, their products. So the UEZ's input into this
19 is important.

20 We try to attract tourists from out of
21 town, and we have done very well with that. We have
22 partnered with other non-profits in creating tourist
23 attractions in our downtown, which this Authority
24 has funded in the past. We recently last December
25 had our third Polar Express train ride, and because

1 we got on the Warner Brothers web site we were
2 attracting people from up and down the East Coast to
3 our town. It's kind of unheard of for us. And it
4 was, you know, very successful.

5 We've also instituted some other
6 projects that are under the marketing budget here.
7 One is that we've decided that we need to have like
8 in the olden days a one evening shopping a week in
9 Phillipsburg, so the merchants stay open one night a
10 week. We do that in conjunction with an antique car
11 show on the street that night. And there are many
12 people who can't come to our downtown during the
13 day, they work, and so this affords them that
14 opportunity. And it's been working out very well.

15 One of the other things that we did
16 that we're incorporating under this marketing budget
17 was a business recruitment seminar that we recently
18 held under a separate project funded by this
19 Authority, but now we're incorporating it under this
20 marketing budget. And, you know, all of the
21 statistics aren't in from that yet, where we just
22 did it in February, February 12th in fact. But
23 we've got tremendous reception, we have really
24 quality businesses that are looking to negotiating
25 with us, taking advantage of UEZ incentives to fill

1 up some of our vacancies in our downtown. So we're
2 very excited about this.

3 The bulk of the money goes for media,
4 media buys, radio and print as well, as well as for
5 other amenities and other public events. I think
6 it's an important project, and I'm gratified this
7 has become an eligible funding vehicle under the
8 authority.

9 MS. KUBE: Thank you, Mark. May I have
10 a motion, please?

11 MS. RICHARDSON: So moved.

12 MS. KUBE: Motion by Ms. Richardson.

13 MS. PEARSON: Second.

14 MS. KUBE: Second by Ms. Pearson. Any
15 questions, comments or concerns? Hearing none, all
16 in favor please signify by saying aye. Any opposed?
17 Any abstentions?

18 (All in favor, no opposed)

19 MS. KUBE: Motion carries.

20 MR. PORTNAY: Thank you.

21 MS. KUBE: Congratulations, Mark. Next
22 items we will take separately, Roselle's two
23 requests. First one for \$205,000 for facade
24 improvement grant program, and we have a new UEZ
25 coordinator with us from Roselle Mr. Harry Wyatt.

1 MR. WYATT: Good morning. It still is
2 morning I take it, right?

3 MS. KUBE: Is it morning?

4 MR. WYATT: Close enough. My name is
5 Harry Wyatt, I am the new acting coordinator in
6 Roselle. Today Roselle is making a request for
7 \$205,000 for the facade improvement grant program.
8 This actually goes hand-in-hand with the next one,
9 but we will begin with the facade.

10 The facade program is an opportunity
11 to create a little bit more uniformity in regards to
12 the downtown look. Some of your neighboring towns
13 you may have noticed store fronts that actually all
14 are similar, like they may have all gold print, or
15 what have you, and we'd like to bring that kind of
16 look to the Roselle Municipality.

17 Currently we have many mom and pop
18 shops, a lot of the store signs are just completely
19 outdated, and the store has been bought up from
20 someone else, and they may have changed a little bit
21 as far as what they actually do, but the old sign is
22 still there. And many of the store fronts, once
23 they bought into the business, for whatever reason,
24 have not invested in that. So we'd like to take
25 advantage of it and create a little uniformity

1 throughout the town as far as the facade
2 improvement.

3 MS. KUBE: May we have a motion.

4 MR. HURD: Moved.

5 MS. RICHARDSON: Second.

6 MS. KUBE: Moved by Mr. Hurd, second by
7 Ms. Richardson. Any questions, comments or
8 concerns?

9 MS. MONTERO: I just have a quick
10 question. The grants that you're giving to the
11 businesses, explain a little bit about that
12 process. I know there is a 60/40 match, do you give
13 them a list of contractors they can hire? Do they
14 get their own? How do you verify that what the
15 quote is actually? You know, just what kind of
16 checks and balances do you have?

17 MR. WYATT: Prior to this we had
18 actually instituted a design work force that I
19 believe came before this Board as well that actually
20 put together the actual look through a resolution as
21 to what we want to have done. We've already
22 discussed this with the businesses in that area,
23 there are approximately 28 businesses that we're
24 talking about here. So everyone is pretty much
25 familiar with it. And anyone new coming into the

1 area, of course, through that resolution will be
2 required when they put their business up to follow
3 suit with the rest of them. So this is something
4 that's already in the works as far as the planning
5 stages and the design and things of that nature,
6 which again will coincide with the next piece about
7 the Chestnut Streetscape.

8 MS. MONTERO: My question was what
9 kinds of checks and balances do you put in place?
10 When you give these businesses these grants, right,
11 it says, I think, up to \$20,000?

12 MR. WYATT: Correct.

13 MS. MONTERO: And there is that 60/40
14 match.

15 MR. WYATT: Right.

16 MS. MONTERO: How do you assure that
17 takes place? Do you give them a list of vendors, do
18 they get their own?

19 MR. WYATT: You mean vendor doing the
20 actual work?

21 MS. MONTERO: Yes.

22 MR. WYATT: We have our vendor already
23 supplied, so it's through us, they don't have to go
24 out on their own. That's why we want uniformity, we
25 keep one vendor, they have the design, this is what

1 it is going to look like as far as the storefront,
2 you give us your name, that's as far as how it is
3 going to be done.

4 MS. MONTERO: Very good, thank you.

5 MS. KUBE: Any other questions?
6 Hearing none, all in favor please signify by saying
7 aye. Any opposed? Any abstentions?

8 (All in favor, no opposed)

9 MS. KUBE: Motion carries. Next item
10 is Roselle's request for 164,400 for Chestnut
11 Streetscape, 1st Avenue to 3rd Avenue. Harry.

12 MR. WYATT: Thank you. Once again,
13 this goes hand-in-hand with the facade program, that
14 the facade program works on the store fronts, we're
15 also going to work on the sidewalks themselves.
16 Currently the sidewalks are very large, and
17 unfortunately in many areas sidewalks are broken up,
18 there are not enough trash receptacles, there aren't
19 any benches. We're instituting changes putting in
20 gas light fixtures in, new benches, so people can
21 make the entire downtown area look more appealing
22 once the store fronts are changed so it's more
23 appealing for the patrons to come.

24 We also had a project, this is on
25 Chestnut, and further along we did a similar project

1 that was very favorable, and once people saw the
2 bakery or what have you, a particularly popular area
3 for town, the question came up, why don't you do
4 that everywhere else? So that's what we're
5 attempting to do, to facilitate another section of
6 Chestnut Street that will look like the one everyone
7 kind of loves to see, make it a little appealing.

8 MS. KUBE: Thank you. May we have a
9 motion, please.

10 MR. HURD: Moved.

11 MS. KUBE: Motion by Mr. Hurd.
12 Second?

13 MS. RICHARDSON: Second.

14 MS. KUBE: Second by Ms. Richardson.
15 Any questions or comments, concerns from the
16 Authority members? Hearing none, all in favor
17 please signify by saying aye. Any opposed? Any
18 abstentions?

19 (All in favor, no opposed)

20 MS. KUBE: Motion carries,
21 congratulations. We will take five minutes.

22 (A short break was taken)

23 MS. KUBE: I want to start the meeting
24 again. We are going to go to West New York. West
25 New York's request for 150,000 for UEZ general

1 maintenance, phase two. Oscar Miqueli is here with
2 us today.

3 MR. MIQUELI: Good morning. Our town
4 has a problem in our streets in the UEZ zone as a
5 result of the severe weather in the past years.
6 From the use of salt to remove the snow and ice, the
7 water freezing and melting potholes and cracks have
8 appeared on much of the roads of the UEZ zone. This
9 has caused hazardous and unsafe conditions. A
10 significant amount of graffiti has appeared in our
11 business district, leaving a great look to our
12 town. We are requesting \$150,000 to do the
13 necessary repairs, which will lead to increased
14 activity and a positive message will be delivered to
15 our shoppers, merchants and businesses alike that
16 our streets are maintained and it is safe to shop.
17 This project will be supervised by the engineer and
18 the chief financial officer who are qualified agents
19 who will insure this complies.

20 MS. KUBE: Thank you, Oscar. May I
21 have a motion, please?

22 MS. PEARSON: So moved.

23 MS. KUBE: Motion by Ms. Pearson.
24 Second?

25 MS. RICHARDSON: Second.

1 MS. KUBE: Second by Ms. Richardson.
2 Any comments, questions, concerns? Hearing none,
3 all in favor please signify by saying aye. Any
4 opposed? Any abstentions?

5 (All in favor, no opposed)

6 MS. KUBE: Motion carries.
7 Congratulations, Oscar. Next is Elizabeth's contract
8 amendment extension request again, it's 13 for
9 Eliabeth Avenue, Union Square, phase two. And Mario
10 Rodrigues is here with us.

11 MR. RODRIGUES: Good morning. I
12 apologize, I'm fighting a cold. This is a contract
13 amendment that we are requesting for Elizabeth
14 Avenue Union Square phase two. We're requesting this
15 amendment to the end of this month. There were some
16 maintenance issues we had with PSE&G, which has
17 since been resolved, we issued payment and now we
18 are just waiting for the State to reimburse the City
19 back.

20 MS. KUBE: Okay. May we have a motion,
21 please.

22 MR. ABELAR: So moved.

23 MS. KUBE: Motion by Mr. Abelar.

24 MR. HURD: Second.

25 MS. KUBE: Second by Mr. Hurd. Any

1 questions, comments or concerns from the Authority
2 members? I understand after this it will be closed
3 down?

4 MR. RODRIGUES: That's correct.

5 MS. KUBE: Okay. Hearing none, all in
6 favor please signify by saying aye. Any opposed?
7 Any abstentions?

8 (All in favor, no opposed)

9 MS. KUBE: Congratulations, Mario.

10 MR. RODRIGUES: Thanks.

11 MS. KUBE: Next item is Mount Holly
12 second generation fund, request for \$50,000 for
13 preliminary investigation project. Kevin Mizikar.

14 MR. MIZIKAR: Good morning. This is a
15 \$50,000 request to secure second generation funding
16 for project development purposes. We will use this
17 funding for professional services, such as property
18 appraisals, environmental assessments and surface
19 feasibility and site studies in preparation for
20 preparing a project for zone assistance funding
21 request, whether that's an acquisition or some kind
22 of redevelopment or partnership with a private
23 entity. We're requesting to set aside this funding
24 so we can act timely on projects, especially, you
25 know, when dealing with private entities and

1 redevelopers that, you know, have specific time
2 frames and need to keep their projects moving. So
3 that's why we're requesting this funding.

4 MS. KUBE: Thank you, Kevin. May I
5 have a motion, please.

6 MS. RICHARDSON: So moved.

7 MS. KUBE: Motion by Ms. Richardson.

8 MR. ABELAR: Second.

9 MS. KUBE: Second by Mr. Abelar. Any
10 questions, comments or concerns? Hearing none, all
11 in favor please signify by saying aye. Any
12 opposed? Any abstentions?

13 (All in favor, no opposed)

14 MS. KUBE: Motion carries.

15 MR. MIZIKAR: Thanks.

16 MS. KUBE: Thank you, Kevin. The
17 consent agenda, for the benefit of Ms. Kolluri and
18 Ms. Montero, is generally taken as one motion, this
19 would be contract extensions, contract amendments,
20 any projects that are \$50,000 or less. If an
21 Authority member has a question, generally it's good
22 if you let me know prior to the meeting, that way I
23 know, you know, how you want to proceed. Does
24 anybody have any concerns with any of these?

25 MR. ABELAR: Yes, Madam Chair, I will

1 ask that item 17 A shall be voted separately.

2 MS. KUBE: Okay. Any other comments or
3 concerns from anyone? Okay. I am going to ask for
4 one motion for agenda item 16, 17B, 18, 19, if I
5 could have a motion and a second.

6 MR. HURD: So moved to accept those.

7 MS. KUBE: Okay, a motion by Mr. Hurd.
8 Second by?

9 MS. KOLLURI: Second.

10 MS. KUBE: Second by Ms. Kolluri. Any
11 questions or comments or concerns on those items?
12 Hearing none, all in favor please signify by saying
13 aye. Any opposed? Any abstentions?

14 (All in favor, no opposed)

15 MS. KUBE: Motion carries. The next
16 item we will take separately is agenda item 17A,
17 Phillipsburg's request for 50,000 for 159 South Main
18 Street renovation grant. Mark, are you still here?
19 Can you please come up? Can you just give a brief
20 presentation on this project?

21 MR. PORTNAY: Sure. Yes. This is in
22 the in the heart of our historic project, this
23 building. And due to mismanagement by a previous
24 owner the building became infested with mold and it
25 had to be gutted. And it's been vacant for a couple

1 years, and it's really been essential to our central
2 business district and a real problem to find an
3 interested buyer to take on this project.

4 We were fortunate to receive an offer
5 from a tenant in another property in our downtown
6 who agreed to move his computer consulting business
7 to this building and do a substantial renovation.
8 He acquired the building from the previous owner
9 after lengthy negotiation, and he came to the Urban
10 Enterprise Zone for assistance because of the nature
11 of this project. It was not your typical project,
12 it was probably not an economically competitive
13 project from a real estate perspective, so he came
14 to the UEZ and asked for assistance in assisting him
15 with the renovation of the exterior of this
16 building.

17 This is something that we'd like to
18 participate in too, so we have some control over the
19 way it looks. Although we are not officially a
20 historic district, we like to keep control a little
21 bit through our funding mechanisms of what goes on
22 in terms of the exterior appearance of the
23 building. So we did agree to provide a grant to
24 this individual in the amount of \$50,000 in what is
25 a \$363,000 project, and we think it's a good

1 investment on a part of the Urban Enterprise Zone,
2 it will also create a job or two.

3 MS. KUBE: Thank you, Mark. May we
4 have a motion, please?

5 MS. RICHARDSON: So moved.

6 MS. KUBE: Motion by Ms. Richardson.

7 MS. PEARSON: Second.

8 MS. KUBE: And second by Ms. Pearson.

9 Mr. Abelar?

10 MR. ABELAR: Yes. This is public
11 monies to private for profit institutions, and I
12 don't know, this concept, in spite of being the law,
13 is unconscionable.

14 MS. KUBE: Okay, your remarks are
15 noted. Any other questions? None. Hearing none, all
16 in favor please signify by saying aye. Any
17 opposed?

18 MR. ABELAR: Me, I oppose.

19 MS. KUBE: One opposition by Mr.
20 Abelar, motion carries. Congratulations, Mark.

21 MR. PORTNAY: Thank you all.

22 MS. KUBE: Under old business what I am
23 going to do is, at the suggestion of Counsel, agenda
24 items 20 and 21 we will hold for the March agenda.
25 I am going to adjourn this meeting, I need a motion

1 to adjourn this meeting.

2 MR. ABELAR: So moved.

3 MS. KUBE: The February meeting, a
4 motion by Mr. Abelar, second by?

5 MS. PEARSON: Second.

6 MS. KUBE: By Ms. Pearson. All in
7 favor please signify by saying aye. Any opposed?
8 Any abstentions?

9 (All in favor, no opposed)

10 MS. KUBE: Motion carried.

11 (Adjourned at 11:55 a.m.)

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