



**PHILIP D. MURPHY**  
*Governor*

**TAHESHA L. WAY**  
*Lieutenant Governor*

**State of New Jersey**  
**URBAN ENTERPRISE ZONE AUTHORITY**  
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**JACQUELYN A. SUÁREZ**  
*Acting Commissioner*

## **NEW JERSEY URBAN ENTERPRISE ZONE AUTHORITY**

### **Board Meeting**

Wednesday, October 11, 2023

2:00 P.M.

**Microsoft Teams or call in (audio only)**

**1 (856) 338-7074**

**Phone Conference ID: 367 619 062 #**

## **MINUTES**

**Notice of Public Meeting:** Read by Chairwoman Kimberly Holmes: In accordance with the Open Public Meeting Act, notice of this meeting has been sent to the Bergen Record and the Trenton Times at least 48 hours prior to this meeting and a meeting notice has been posted on the Secretary of State's bulletin board at the Department of State.

The following recusal process will be followed at all UEZ Board meetings:

To the extent feasible, meeting materials involving a matter from which a Board member must recuse himself or herself will not be distributed to the Board member. At the subject Board meeting, the Board member must place his or her recusal and the reason therefore on the record prior to any discussion of the matter and shall not participate in any discussion or comment leading up to the vote nor shall the member participate in the vote. The recusal shall be noted in the minutes of the Board meeting. In the event the matter in question shall be discussed at any non-public portion or executory session of the meeting, the Board member shall leave the meeting room and not return until the meeting has returned to public session.

The Roll Call was presented by calling out each department. Each representative was requested to identify themselves by announcing their first and last name. Representatives attending announced their presence.

### **Roll Call**

**Kimberly Holmes**, Department of Community Affairs Chair Designee

**Keith White**, The Department of Labor & Workforce Development Designee

**Aaron Binder**, The Department of the Treasury Designee

**Tai Cooper**, New Jersey Economic Development Authority

**Carmen Mendiola**, Public-at-Large

**William Johnson**, Public-at-Large

**Douglas Schneider**, Public-at-Large

## **Approval of September 13, 2023, UEZ Authority meeting minutes:**

### *Motions:*

Approve: Douglas Schneider

Second: Carmen Mendiola

Ayes: 7

Nays: 0

Recusals: 0

Abstentions: 0

Motion carried with a vote (7/0/0/0)

## **NEW BUSINESS**

### **1. Executive Director's Report.**

1. We are excited to present the Five-Year Master Plan Guidelines for approval today, after very hard work by staff here as well as the AG's office. These guidelines set the parameters for underwriting options for UEZ communities, and how to prepare materials for consideration by the Board. Additional details will be presented during its segment on the Agenda, later in this meeting.
2. We hired a supervisor for our Business Certification Team, allowing that group to operate more efficiently and provide better services to our local business partners. We plan to hire on a bilingual individual for this team in the very near future to assist with the many Spanish-speaking businesses owners that call. We are also currently updating our business brochure for distribution manually and electronically.
3. Staff has pulled together to review the large number of projects that have been submitted in recent months, and have also been busy visiting our partner communities on-site for audits and inspections. While this is exciting evidence of the importance of the UEZ program to the urban communities throughout the state, it is clear that we will need additional staff to keep up and even improve on the level of service we offer.
4. In an effort to streamline the project application process, we have revamped our educational materials as well as our website. We're simultaneously exploring other approaches to the application process, and are considering a modern, easier-to-use platform to improve the process for our zone coordinators and our review staff.
5. I will be participating in the Urban Enterprise Zone Mayors Commission Panel at the League of Municipalities Conference next month, and I plan to address the benefits of submitting a Five-Year Plan, and answer any questions that may arise about the UEZ as a whole.
6. While jobs creation is at the heart of the UEZ program, overall urban economic health is key to our mission as well. As our staff grows, we will be exploring other mission-centric avenues to assist New Jersey's cities with their economic development efforts.

This is a snapshot of our activities during August/September 2023

**2 UEZ Coordinators/Representatives Roll Call**

**Bayonne** - Jacqueline Farber

**Bridgeton** - Stephanie Gonzalez

**Camden** - Joe Thomas

**Carteret** - Bob Makin

**Jersey City** - Florence Baron

**North Bergen** - Ondrea Lugo

**Passaic** – Ricardo Fernandez

**Perth Amboy** – Noelia Colon

**Vineland** - Sandra Forosisky

**3 Request to approval Bayonne UEZ Bergen Point Fall Festival in the amount of \$26,000.**

*Motions:*

Approve: Carmen Mendiola

Second: Douglas Schneider

Ayes: 7

Nays: 0

Recusals: 0

Abstentions: 0

Motion carried with a vote (7/0/0/0).

**Bayonne's** UEZ Coordinator, Jacqueline Farber, was present during the meeting to address questions or concerns raised by the Board.

**4 Request to approve Bayonne UEZ Christmas Tree Lighting in the amount of \$30,000.**

*Motions:*

Approve: Carmen Mendiola

Second: Aaron Binder

Ayes: 7

Nays: 0

Recusals: 0

Abstentions: 0

Motion carried with a vote (7/0/0/0).

**Bayonne's** UEZ Coordinator, Jacqueline Farber, was present during the meeting to address questions or concerns raised by the Board.

**5 Request to approve Bayonne UEZ Music on Broadway in the amount of \$30,000.**

*Motions:*

Approve: Douglas Schneider

Second: Julie Diaz

Ayes: 7

Nays: 0

Recusals: 0

Abstentions: 0

Motion carried with a vote (7/0/0/0).

**Bayonne's** UEZ Coordinator, Jacqueline Farber, was present during the meeting to address questions or concerns raised by the Board.

**6 Request to approve Bridgeton UEZ Central Business District Façade Program in the amount of \$200,000.**

*Motions:*

Approve: Julie Diaz

Second: Aaron Binder

Ayes: 7

Nays: 0

Recusals: 0

Abstentions: 0

Motion carried with a vote (7/0/0/0).

**Bridgeton's** UEZ Representative, Stephanie Gonzalez, was present during the meeting to address questions or concerns raised by the Board.

**7 Request to approve Bridgeton UEZ Admin Budget FY24: 7-01-23 to 6-30-24 in the amount of \$166,200.**

*Motions:*

Approve: Carmen Mendiola

Second: Douglas Schneider

Ayes: 7

Nays: 0

Recusals: 0

Abstentions: 0

Motion carried with a vote (7/0/0/0).

**Bridgeton's** UEZ Representative, Stephanie Gonzalez, was present during the meeting to address questions or concerns raised by the Board.

**8 Request to approve Camden UEZ: Camden Strong UEZ Marketing and Business Expo in the amount of \$400,000.**

*Motions:*

Approve: Julie Diaz

Second: Aaron Binder

Ayes: 7

Nays: 0

Recusals: 0

Abstentions: 0

Motion carried with a vote (7/0/0/0).

**Camden's** UEZ Coordinator, Joe Thomas, was present during the meeting to address questions or concerns raised by the Board.

**9 Request to approve Camden UEZ: Camden Strong UEZ Micro Capital Improvement in the amount of \$350,000.**

*Motions:*

Approve: Carmen Mendiola

Second: Tai Cooper

Ayes: 7

Nays: 0

Recusals: 0

Abstentions: 0

Motion carried with a vote (7/0/0/0).

**Camden's** UEZ Coordinator, Joe Thomas, was present during the meeting to address questions or concerns raised by the Board.

**10 Request to approve Carteret UEZ Downtown Façade Matching Funding FY23 in the amount of \$250,000.**

*Motions:*

Approve: Julie Diaz

Second: Aaron Binder

Ayes: 7

Nays: 0

Recusals: 0

Abstentions: 0

Motion carried with a vote (7/0/0/0).

**Carteret's** UEZ Coordinator, Bob Makin, was present during the meeting to address questions or concerns raised by the Board.

**11 Request to approve Carteret UEZ Capital Improvement Matching Funding FY23 in the amount of \$250,000.**

Motions:

Approve: Carmen Mendiola

Second: Douglas Schneider

Ayes: 7

Nays: 0

Recusals: 0

Abstentions: 0

Motion carried with a vote (7/0/0/0).

**Carteret's** UEZ Coordinator, Bob Makin, was present during the meeting to address questions or concerns raised by the Board.

**12 Request to approve North Bergen UEZ Admin Budget FY24: 7-1-23 to 6-30-24 in the amount of \$91,142.**

Motions:

Approve: Carmen Mendiola

Second: Tai Cooper

Ayes: 7

Nays: 0

Recusals: 0

Abstentions: 0

Motion carried with a vote (7/0/0/0).

**North Bergen's** UEZ Coordinator, Ondrea Lugo, was present during the meeting to address questions or concerns raised by the Board.

**13 Request to approve North Bergen 2024 UEZ Holiday Décor Project in the amount of \$72,274.**

Motions:

Approve: Carmen Mendiola

Second: Tai Cooper

Ayes: 7

Nays: 0

Recusals: 0

Abstentions: 0

Motion carried with a vote (7/0/0/0).

**North Bergen's** UEZ Coordinator, Ondrea Lugo, was present during the meeting to address questions or concerns raised by the Board.

**14 Request to approve Passaic UEZ Business District Surveillance Camera Project in the amount of \$199,748.**

Motions:

Approve: Aaron Binder

Second: Julie Diaz

Ayes: 7

Nays: 0

Recusals: 0

Abstentions: 0

Motion carried with a vote (7/0/0/0).

**Passaic's** UEZ Representative, Ricardo Fernandez, was present during the meeting to address questions or concerns raised by the Board.

**15 Request to Passaic UEZ Business Expansion Grant Project in the amount of \$100,000.**

Motions:

Approve: Carmen Mendiola

Second: Douglas Schneider

Ayes: 7

Nays: 0

Recusals: 0

Abstentions: 0

Motion carried with a vote (7/0/0/0).

**Passaic's** UEZ Representative, Ricardo Fernandez, was present during the meeting to address questions or concerns raised by the Board.

**16 Request to approve Perth Amboy UEZ: Area Investigation Redevelopment Study in the amount of \$150,000.**

Motions:

Approve: Julie Diaz

Second: Aaron Binder

Ayes: 7

Nays: 0

Recusals: 0

Abstentions: 0

Motion carried with a vote (7/0/0/0).

**Perth Amboy's** UEZ Coordinator, Noelia Colon, was present during the meeting to address questions or concerns raised by the Board.

**17 Request to approve Perth Amboy UEZ Admin Budget FY24: 7-1-23 to 6-30-24 in the amount of \$180,330.**

Motions:

Approve: Julie Diaz

Second: Carmen Mendiola

Ayes: 7

Nays: 0

Recusals: 0

Abstentions: 0

Motion carried with a vote (7/0/0/0).

**Perth Amboy's** UEZ Coordinator, Noelia Colon, was present during the meeting to address questions or concerns raised by the Board.

**18 Request to approve Perth Amboy UEZ: Business Training Courses in the amount of \$35,000.**

Motions:

Approve: Aaron Binder

Second: Carmen Mendiola

Ayes: 7

Nays: 0

Recusals: 0

Abstentions: 0

Motion carried with a vote (7/0/0/0).

**Perth Amboy's** UEZ Coordinator, Noelia Colon, was present during the meeting to address questions or concerns raised by the Board.

**19 Request to approve Vineland UEZ Main Street Microbrewery Project in the amount of \$2,000,000.**

Motions:

Approve: Tai Cooper

Second: Carmen Mendiola

Ayes: 7

Nays: 0

Recusals: 0

Abstentions: 0

Motion carried with a vote (7/0/0/0).

**Vineland's** UEZ Coordinator, Sandra Forosisky, was present during the meeting to address questions or concerns raised by the Board.



**20 Approval to the Urban Enterprise Zone Authority Five-Year Master Plan Guidelines.**

Motions:

Approve: Carmen Mendiola

Second: Douglas Schneider

Ayes: 7

Nays: 0

Recusals: 0

Abstentions: 0

Motion carried with a vote (7/0/0/0).

**Urban Enterprise Zone Authority's** Executive Director, James Slaughter, was present during the meeting to address questions or concerns raised by the Board.

**21 Approval to Authorize Jersey City a Request for Proposal (RFP) for Preparing a 5-Year Plan**

Motions:

Approve: Aaron Binder

Second: Julie Diaz

Ayes: 6

Nays: 0

Recusals: 0

Abstentions: Carmen Mendiola

Motion carried with a vote (6/0/0/1).

**Jersey City's** UEZ Coordinator, Florence Baron, was present during the meeting to address questions or concerns raised by the Board.

**22 Approval for Jersey City to Authorize Acceptance of a Request for Proposal (RFP) for Undertaking a 5-Year Plan - not to exceed \$125,000.**

Motions:

Approve: Aaron Binder

Second: Douglas Schneider

Ayes: 6

Nays: 0

Recusals: 0

Abstentions: Carmen Mendiola

Motion carried with a vote (6/0/0/1).

**Jersey City's** UEZ Coordinator, Florence Baron, was present during the meeting to address questions or concerns raised by the Board.

## **OLD BUSINESS**

### **Other**

None

### **Open to the public**

No comments were made by public.

**Adjournment:** 02:57 p.m.

Motions:

Adjourn: Douglas Schneider

Second: Carmen Mendiola

Ayes: 7

Nays: 0

Recusals: 0

Abstentions: 0

Motion carried with a vote (7/0/0/0).

### **Rasha Hassan**

I, Rasha Hassan, have taken minutes at the October 11, 2023

Urban Enterprise Zone Authority Meeting