

Minutes from the November 18, 2020 Annual Meeting  
Hudson Square District Management Association, Inc.  
(d/b/a the Hudson Square BID)

5:00 PM –6:00 PM  
Zoom Webinar

Liz Neumark, Chair of the Board of Directors, called the meeting to order at 5:05 PM. Ms. Neumark welcomed members to the eleventh annual meeting and noted that the annual meeting usually takes the form of a cocktail party but given the pandemic, this year's event is online. In place of the cocktail party, Ms. Neumark stated that we would be sharing cocktail recipes throughout the meeting from Hudson Square food & beverage retailers.

Ellen Baer, President of the Hudson Square BID, introduced herself and shared reflections of the past year. Ms. Baer noted that during last November's tenth annual meeting, Hudson Square was teeming with energy and welcomed a weekday daytime population of 70,000 people. Spring Street Park and Freeman Plaza hosted over 150,000 people and the BID ended the year with more than 300 Hudson Square Standard trees. Furthermore, the BID welcomed the arrival of the new headquarters for Google and Disney.

Ms. Neumark reviewed the voting procedures for this year's first annual zoom meeting. Ms. Neumark reminded attendees that there will be a Question and Answer session after the presentation. Any other questions can be submitted to the BID via email after the meeting.

Mr. Marvin presented the membership details of the BID. Mr. Marvin stated that the Hudson Square BID now has 115 registered members. Registrations were solicited throughout the district via e-mail, social media, and in-person. Forms are available online on the BID website.

Mr. Marvin certified that a quorum of members is present or by proxy. A motion was made by Chris Roth to approve the November 14, 2019 Annual Meeting minutes, seconded by Donna Vogel, and approved unanimously.

Donna Vogel, Chair of the Board's Nominating Committee, presented the slate of nominees up for election. All new directors and directors up for re-election are proposed for three-year terms. In addition, several companies are replacing their named representatives. These directors will serve out the remaining terms of their predecessors. The slate included the following:

Property Owners Three-Year Term: Christopher Lee (Port Authority of New York + New Jersey), Susie Sherling (Jamestown Properties)

Property Owner Two-Year Term: Ofer Zer (Oxford Properties)

Residential Property Owner Three-Year Term: Dary Kopelioff

Commercial Tenants Three-Year Term: Angela Pinsky (Google)

Commercial Tenant Two-Year Term: Patricia Klecanda (New York Genome Center)

A motion was made by Anthony Borelli for property owners, seconded by Phil Mouquinho, and approved unanimously. A motion was made by Cass Smith for residential property owners, seconded by Dary Kopelioff, and approved unanimously. A motion was made by Jill Salayi for commercial tenants,

seconded by Jesse Krenzin, and approved unanimously. Ms. Neumark clarified that the results will be tallied and posted on the website.

Ms. Baer spoke about the work that the BID has done to support Hudson Square during the pandemic. The BID established a \$500,000 Recovery Fund using savings from the suspended Pedestrian Safety Manager program (among others). Ms. Baer added that we worked with neighborhood retailers to create outdoor dining parklets for curbside dining. In terms of marketing, the BID helped with signage, created special promotions and advertising, and set up weekly communications through newsletters and virtual roundtables. The BID also installed more bike racks and hired a Clean Ambassador to compensate for decreased City sanitation services. Ms. Baer expressed thanks to the BID staff for their work on these initiatives. Lastly, Ms. Baer stated that the BID's pedestrian count data showed that while we were off by as much as 96% at the lowest point in April, we have now stabilized at a 60% year over year reduction. Nevertheless, we estimate that only about 10-15% of Hudson Square's labor force has returned to the office.

Jeff Sussman, the BID's Vice Chair and Treasurer, presented the Fiscal Year 2020 Financial Statements of Position and this year's budget. Mr. Sussman noted that in FY20, the BID had an annual revenue of \$3,326,319 and expenses of \$5,155,683. The reason for the operating deficit each year is because capital expenses for Public Realm improvements are funded by revenue not on this balance sheet. Mr. Sussman noted that the BID had \$10,108,053 in assets and liabilities. Mr. Sussman mentioned that the final audit has not yet been issued, but no material changes are anticipated. A full copy of the audited financials will be available at the BID's office upon request.

Mr. Sussman noted that the FY21 budget was approved by the Board of Directors on June 25<sup>th</sup> 2020. Mr. Sussman noted that the Board voted to decrease the BID's assessment revenue from \$3.2 million to \$2.9 million. This one-time assessment reduction was instituted to prevent a per square foot assessment increase while the City is recovering from the COVID pandemic and we are awaiting new construction to come online. Through surplus funds from last year and reallocating resources, the BID was able to create a \$500,000 recovery fund to support ground floor businesses.

Mr. Sussman continued by highlighting the BID's \$27 million public-private partnership with the City. The BID's capital budget is \$4,518,000 and 65% of that (around \$2.9 million) is budgeted for the Hudson Street project. The remainder of the capital budget is allocated for tree planting and upgrades to Freeman Plaza East.

A motion to accept the Fiscal Year 2021 Financial Report was made by Phil Mouquinho, seconded by Jesse Krenzin, and approved unanimously.

Ms. Baer spoke about the plans that the BID has in store for a post-COVID world. Following up on the success of the BID's \$27 million Master Plan, Hudson Square Is Now, the BID's new plan kicked off a few months ago with a focus on connecting the district to green spaces. Even as the planning process is underway, the BID has already started improving the neighborhood's edges with a new intersection at Clarkson and Varick Streets as well as finding new places to plant our Hudson Square Standard trees. Ms. Baer noted that we are up to almost 350 new and retrofitted trees.

Ms. Baer expressed thanks to Erik Bottcher and Pat Comerford from Council Member Corey Johnson's Office for their help with the Hudson Street project. Additionally, Ms. Baer thanked Hudson Square Properties (the partnership of Trinity, Hines, and Norges Bank) for their support with an initiative at King

Street, between Hudson and Greenwich St. In partnership with the Urban Design Forum, the BID organized a competition last summer to select an installation called *Restorative Ground* by WIP, which will welcome everyone back to the neighborhood in the Spring. Ms. Baer also highlighted a public art project that will go on the back of the Port Authority gantry on Varick Street, designed by Shawna X, to liven and humanize the heavily trafficked corridor.

Ms. Neumark opened the Q&A session. A question was raised by an attendee in the chat box about whether the BID plans to install more sidewalk street lamps. Ms. Baer responded, firstly, noting the importance of street lighting in the neighborhood, and secondly, that the BID will hopefully implement more street lamps on the west side of the district under the second streetscape plan.

A question was raised by Phillip Newsom about the best ways that interested members of the public can get involved with planning improvements in Hudson Square. Ms. Baer highlighted two ways that individuals can get involved. Firstly, Ms. Baer recommended that people leave their contact information in the chat so that the BID can invite them to public input sessions, noting that all of the BID's best ideas come from the community. Secondly, Ms. Baer recommended that people subscribe to the BID's newsletter to keep up to date with everything the BID does in the neighborhood.

A question was raised by Nancy Miller from Visions at 500 Greenwich. Ms. Miller explained that Visions caters to many blind staff and clients and asked about how they can be best informed about upcoming construction in the neighborhood. This question echoed a question raised by Gary Urbanowicz, who asked about ways to keep updated on construction projects throughout the neighborhood. Ms. Baer recommended that attendees visit the BID website as it includes the estimated construction dates for various projects in the neighborhood. Ms. Baer added that, as far as we know, all projects are on schedule, highlighting that the Google building just celebrated their topping off and that the new Greenwich West building is opening up for tenants. In response to the specific question raised by Visions, Ms. Baer noted that their circumstances were unique and welcomed them to reach out to the BID to have a conversation offline about how the BID can assist with their needs.

Ms. Neumark mentioned that the BID staff prepared a virtual gift bag for attendees, in place of the physical gift bag that attendees would typically receive during in-person annual meetings. This gift bag contains a digital gift card that attendees can use to purchase items from Hudson Square retailers to support the local merchants in the neighborhood.

Seeing as there were no more questions or comments, Ms. Neumark asked for a motion to officially adjourn the meeting. A motion was made by Sujohn Sarkar, seconded by Jesse Krenzin, and the meeting officially adjourned at 5:35 PM.