

South Orange Village Center Alliance

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Bob Zuckerman, *Executive Director*
Melissa Hodge, *Events and Operations*

Board of Directors

Matt Glass	Steven Pedigo	Matt Wonski	Mark Murphy
Leslie Pogany	Beatrice Elie-Pierre	Deborah Engel	Mary Whithed
Trustee Schnall	Tom McLaughlin	Danny Harrison	Nureed Saeed
Sonny Uberoi	Fahim Abedrabbo	Mark C. Hartwyk	

Open Minutes

February 21, 2018

A regular meeting of the South Orange Village Center Alliance was held at Village Hall offices at 76 South Orange Avenue on Wednesday, February 21, 2018 and called to order by Chairman Glass at 8:05 am. The meeting was certified by Director Hartwyk as being duly advertised.

Meeting Notice Statement:

Adequate notice of this meeting has been provided to the press in accordance with the Open Public Meetings Act, N.J.S.A 10:4-6. In addition, notice of this meeting was posted in Village Hall and on the Village's website, and has been filed by the Office of the Village Clerk. Official action may be taken.

A roll call of those in attendance was taken.

Present: Chairman Glass, Trustee Schnall, Director's Engel, Pierre, Pogany, Saeed, Whithed, Harrison, Murphy, Pedigo, Wonski, Uberoi, and Hartwyk.

Also Present: Bob Zuckerman (ED) and Melissa Hodge (EOA).

Absent: Director McLaughlin and Fahim Abedrabbo (SHU). Village Liaison Adam Loehner (DA) was available as needed.

Public: Alyssa Aronson (resident) and Cat Fisher (owner of Sadie's).

Next Meeting Date: Wednesday, March 21, 2018.

Adoption of the Open Minutes for January 17, 2018:

A motion was made by Trustee Schnall and seconded by Director Saeed to approve the Open Minutes for January 17, 2018, all were in favor and Director Harrison abstained.

Executive Director's Report:

New Business/Recruitment: The ED reported that:

Moon River & Co will be signing a lease for the former Pro Pets (Home Goods)

Suite Spot – former Cryans (Event rental space)

Verizon store – former CMB Kicks

1 South – former Above

K. Kakes – soft open

Bay Leaf – 1st qtr opening

Learning Center – former Ridge Tire

Natural Cleaners – closed

St. Clair's Kitchen – closed

Ovo Gallery – closing

Director Engel commented that businesses are unaware of the Façade Improvement Grant program and some businesses do not read the weekly Vibe.

Trustee Schnall asked how many façade grants were issued and how much was spent last year?

Broker's Event: The ED stated that this event was to inform brokers of retail space that was coming on line in months down the road so they had adequate time to market it, case in point 4th & Valley.

Director Harrison suggested bringing in the brokers who are the Heads of Residential in their respective offices.

The ED is working on updating the recruitment brochure.

Business Review Task Force Update: The ED stated this initiative would be introduced at the first BOT meeting in March and adopted at the second meeting in March. This review addressed what is and isn't allowed as a first floor use in the business district.

Seton Hall Update: The second South Orange Days event is this week-end February 24th at the Walsh Gym on the Seton Hall campus.

Director Pogany suggested that VCA/SHU sponsor something similar to February Frenzy at OLS and to market the South Orange Days event to the OLS tournament to attract more kids to the Walsh gym game.

Director Pogany is offering a Dinner for Two and a Pizza from Bunny's and Director Wonski offered a Sloppy Joe and cheesecake.

Director Pedigo did a quick recap of the success of the first game at the Prudential Center, 50 tickets sold and he thanked SOPA for the free busing.

Environmental Commission Grant: The ED and Director Elie-Pierre explained an initiative to encourage retail establishments to discontinue the use of plastic in exchange for something more environmentally sustainable. A \$10k grant would be awarded to one area restaurant. There was a discussion regarding a survey and an educational rubric.

Pierro Gallery: The ED informed the Board that the Gallery was asked not to program any events going into the Fall of this year because of the pending construction projects at the Baird Community Center. The ED spoke with Dr. H. Snyder at 7-9 Vose Avenue regarding available space on the second floor. This could be a possible re-location site for the Gallery, either short or long term, pending payment of utilities and possible future leasing.

Event Updates – Director Murphy has approval and is moving forward with the Undercover Festival on Saturday, June 2, 2018 on Sloan Street. Tribute bands playing only hit songs of a variety of artists.

Spiotta Park Improvements: The Chairman explained that this is a major undertaking and costly. In the interim he suggested we make some minor changes.

New plantings

Mural on the rear wall

Refurbish the children's ride-on toys and xylophone

Paint posts

String lights

Trustee Schnall indicated that if the Lustbader project happens, monies could be set aside and applied to the future Spiotta Park improvements similarly to what 4th & Valley is doing for Founders Park.

There was additional discussion regarding planters and banners in the downtown.

The Chairman brought up closing Village Plaza down two years ago as a pilot program tied to the DAS program. Pandang was not in favor of repeating.

Development Update: This meeting covered Valley Street development proposal at All Star Motors, 4th & Valley, the Lustbader and Village Hall projects and the ED gave the committee the same business update outlined in the New Business/Recruitment section of these Minutes.

By Law Discussion: The ED had forwarded to the Board prior to the meeting a copy of the VCA by-laws with suggested changes and a summary of specific talking points and miscellaneous items for discussion. Approval of the revisions is slated for the March meeting. An attached copy of the by-laws and changes will be on file with the minutes.

Master Plan: The Chair, Trustee Schnall, ED and Director Saeed discussed with the Board the Village's Master Plan. It was explained that this was not put out to an Open Public bid because there were cost savings and an established relationship with Topology the Village's planners who were awarded the contract. They also did the MP for Morristown and Summit.

Public Comment:

Comments: Alyssa Aronson (resident)

Elistist coffee – ED is meeting with Jane Curtin building owner and will know more after Business Recruitment Committee Mtg – March

Spiotta Park – raise money

Train Station Lighting – approved to go forward by NJT

Kat Fisher (business owner) – offered carpenter assistance for Spiotta Park cleanup

Welcomed the Board and public to stop in her store – offers champagne on Sundays

Good News:

Director Wonski featured on a program available on Fios....."State Plate" features restaurants in NJ and highlights there well known dishes. Taylor Hicks from American Idol is the moderator.

Chairman Glass mentioned the Columbia HS production of Hairspray and the SOMS production of Shrek.
He also conveyed a great dinner his family and friends had at Boccone South recently.

Director Hartwyk informed the Board of two new Commissioner appointments to the SOPA Board; Dan Peterson and Robert Sandow who replaced Thurman McKoy and Milt Westrich. He also shared with the Board a new Guest pass policy the SOPA Board approved. Each home owner is now eligible, with the appropriate proof of resident home ownership, two free passes for over-night guests.

Adjournment: There being no further business to discuss, a motion to adjourn was made by Trustee Schnall and seconded by Director Wonski; all were in favor. The meeting adjourned at 9:30am.