

South Orange Village Center Alliance

76 South Orange Ave., South Orange, NJ 07079
973-763-6899 – Ext. 6899 bob@sovillagecenter.org
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

April 18, 2018

A regular meeting of the South Orange Village Center Alliance was held at Village Hall offices at 76 South Orange Avenue on Wednesday, April 18, 2018 and called to order by Chairman Glass at 8:05am. 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(8:15), Pierre (phone-in), Pogany, Saeed, Whithed, Harrison, Murphy, Pedigo, Wonski, Uberoi, and Hartwyk. Fahim Abedrabbo (SHU) arrived at 9am.

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

Absent: Director' McLaughlin and Whithed, and Village Liaison Adam Loehner (DA).

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

Next Meeting Date: Wednesday, May 16, 2018.

There was no meeting in March due to weather.

Adoption of the Open Minutes for February 21, 2018:

A motion was made by Trustee Schnall and seconded by Director Saeed to approve the Open Minutes for February 21, 2018, all were in favor.

New Agenda Format: The ED briefly explained the change to the agenda format. It was a result of conversations and suggestions made by Director Murphy and the Executive Committee.

Business Retention:

Report on existing businesses - was a Board discussion centered on Director Murphy's suggestion to make more of an effort to reach out to established businesses on a monthly basis. This sparked a lively discussion of what the best approach should be and what specific goals needed to be accomplished; including KOI's, (key operating indices), providing metrics from businesses, utilizing the VCA website more advantageously, being featured in the Vibe, and providing testimonials. It was agreed that Director volunteers would approach three (3) businesses per month and report back to the Board.

- First three
 1. Yoni's – Director' Harrison and Murphy
 2. TJ's – Director' Saeed and Pedigo
 3. Walia – Director' Pogany and Uberoi

Vice-Chairman Pedigo pointed out that this initiative is not intended to de-emphasize recruitment. A working group made up of Director' Murphy, Saeed, Harrison, Engel, and Trustee Schnall to discuss business survey/metrics and retention support ideas was formed.

Main Street NJ - was re-constituted by Governor Murphy with \$500K in funding. The ED will keep the Board informed of any new Grants or programs.

Retail Recruitment:

New Businesses/Vacancies -

<u>Open</u>	<u>Vacant</u>	<u>Potential</u>
Jackie & Son	Wellness Lounge - SOA	Ramen Noodles
K Kakes	Gallery - SOA	Bike Store
Bayleaf	Cleaners- Academy St	Roasted Coffee
Verizon	St Clair's – Valley St	

Broker's Event – being held on Monday, June 4th at 1 South, headed by Director' Engel and Harrison along with ED and Melissa. Content TBD, the goal is to let area broker's know ahead of time what is available and/or coming on the market soon.

Beautification:

Discussion of taking cleaning in house – CDS made a counter-offer to increase labor hours by 25per week from now until the end of June 2018. The ED will reach out and accept. At the end of June the Board needs to decide to continue with CDS for substantially more money or bring the service in-house.

Sub-committee (Director' Murphy, Harrison, Saeed, Hartwyk and the ED and Melissa) will meet to review full budget costs associated with bringing service in-house and report back to the Board.

Chairman Glass will follow up on the cost of vests with a VCA color logo.

Also discussed was the educational/cultural aspect to downtown pollution and the need to reach out to the Environmental Committee and area schools.

Place Making and Special Events:

Parklet 2018 – the ED reviewed locations with Trustee Clarke and Neil Chambers. Valley Street was ruled out because Essex County will be doing a street paving projection this summer. Grade steepness was a hindering factor at various other South Orange Avenue sites. In front of Tito's and Yoni's are still under consideration.

Under Cover Festival – is Saturday, June 2nd on Sloan Street. This is an all day music festival being sponsored by Director Murphy.

Art Bender – weekend is May 5th & 6th.

Food Stroll – is on Sunday, May 20th from 5-8pm.

Triangle Park – Chairman Glass is working on this location for an art installation.

Playin' Around South Orange – pianos will be placed around town for the public to play. Melissa will circulate a calendar update of all events.

Advocacy and Outreach:

NJ Clean Energy Program – the ED will follow up.

No Plastic Bag Week – the ED encouraged everyone to try not to use plastic bags for one day and switch to paper.

General and Administrative Updates:

Re-Development Update – moved to Closed Session.

Business Code Review – completed and approved by BOT.

By-Laws Vote – after several public meetings the VCA Board unanimously approved the revised by-laws.

Artist in Residence – Director Hartwyk suggested the Board appoint a non-voting artist to the Board to assist with all art related projects. The Chair and ED will follow up.

Good News:

Director Engel (owner of Work n Play) and Cat Fisher (owner of Sadie's) have teamed up and created a Mother's Day promotion.

Fahim from SHU will meet with the ED to discuss a Merchant's Day event this coming Fall. Treasurer Wonski, ED and Melissa will meet to review and discuss the budget.

Public Comment:

Comments: Alyssa Aronson (resident) brought up;

Village Hall development

Lustbader project

Flash mob

South Mountain Tavern

Korean Restaurant

A motion was made by Trustee Schnall and seconded by Director Saeed to go out of Open Session and into Closed Session at 9:25am.

A motion was made by Trustee Schnall and seconded by Director Wonski to go out of Closed Session and back into Open Session at 9:33am.

Adjournment: There being no further business to discuss, a motion to adjourn was made by Trustee Pedigo and seconded by Trustee Schnall all were in favor. The meeting adjourned at 9:34am.