

# ***South Orange Village Center Alliance***

76 South Orange Ave., South Orange, NJ 07079  
973-763-6899 – Ext. 6899 [bob@sovillagecenter.org](mailto: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**

May 16, 2018

A regular meeting of the South Orange Village Center Alliance was held at Village Hall offices at 76 South Orange Avenue on Wednesday, May 16, 2018 and called to order by Chairman Glass at 8:07am. 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, Directors Engel, Pogany, Saeed, Whithed, Murphy, Pedigo, Uberoi, and Hartwyk.

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

**Absent:** Directors McLaughlin, Harrison, Wonski, and Pierre and Fahim Abedrabbo (SHU) and Village Liaison Adam Loehner (DA).

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

**Next Meeting Date:** Wednesday, June 20, 2018.

### **Adoption of the Open Minutes for April 18, 2018:**

A motion was made by Trustee Schnall and seconded by Director Pedigo to approve the Open Minutes for April 18, 2018, all were in favor.

## **Business Retention:**

### **Report from Director's business visits -**

- First three businesses visited
  1. Yoni's – Directors Harrison and Murphy  
Director Murphy reported Yoni's comments:  
Lots of support from SOVCA for opening  
Not much support after initial reach out  
Issue with trash under the trestle  
Wanted more exposure from PlayDay  
Offered his work space for events
  2. TJ's – Directors Saeed and Pedigo  
Director Pedigo reported:  
First time brick & mortar store owners  
Need assistance with merchandising/marketing  
Front of building needs to facelift  
More traffic in the area due to Jackie & Son opening
  3. Walia – Directors Pogany and Uberoi  
Director Uberoi reported:  
Met with brother who is the chef  
In business 5 years  
Mom & pop operation  
No marketing in place  
Interesting 'shared food' concept  
Need to be featured story with appropriate publicity

Next Three:

1. Victor's Florist – Directors Engel and Pogany
2. Dancing Blender – Directors Murphy and Pedigo
3. Little Shop of Hip/Hop – Directors Uberoi & Trustee Schnall

## **Retail Recruitment:**

### **New Businesses/Vacancies -**

#### **Open**

Garden Savings  
Verizon

#### **Vacant**

Wellness Lounge - SOA

#### **Potential**

Ramen Noodles

**Broker's Event** – being held on Monday, June 4<sup>th</sup> 5:30pm at 1 South, headed by Directors Engel and Harrison along with ED and Melissa. Final brochure edits from Director's Glass, Pedigo, Engel and Saeed submitted to ED.

## **Beautification:**

**Discussion of taking cleaning in house** – a motion was made by Director Saeed and seconded by Trustee Schnall to bring the street cleaning services in house beginning July 2018, the Board approved.

**Spiotta Park update:** Chairman Glass announced a public re-opening of the Park on Wednesday, May 23 at 4pm. The BOT, VCA board, Matters Magazine, and the public will be invited to attend. Director Murphy will organize music.

**Gateway Murals:** The ED explained that Director Hartwyk had suggested that the art murals be re-located to other public walls/spaces. The ED spoke with Ed Ayuso, the previous owner of the Gateway who stated that the murals were purchased by the LLC and sold with the building. The ED also stated that he spoke with Kevin O'Connell regarding un-installing and re-installing the art and he thought it would cost \$7K. After some discussion the consensus was that new art murals could be commissioned for less money. Some additional discussion regarding the SOA train trestle lights and diner wall mural getting completed resulted in a deadline being set for September 1, 2018.

**Place Making and Special Events:**

**Parklet 2018** – The ED indicated the placement would be in front of Tito's Burritos, installation will take place after the money is place.

Yoni - \$200 rec

Tito's - \$500 rec

VCA - \$1000

SOV - \$1800

**Food Stroll** – Sunday, May 20th from 5-8pm

**Under Cover Festival** – Saturday, June 2<sup>nd</sup> on Sloan Street, this is an all day music festival being sponsored by Director Murphy.

**Downtown after Sundown:** Starts May 25, 7:30pm – Thanks to Greg Burrus for organizing.

**Farmers Market:** Starts June 6 in the Sloan St lot. Newest vendor addition is a Fresh Catch Seafood.

**Advocacy and Outreach:**

**Development Update** – Lustbader development talks are active again with the Village, possible new incubator space and office space for the VCA.

**Business Code Review** – changes being applied by the Village.

**Administrative:**

**Budget:** Melissa provided the Board with a Year to Date - P&L Actual vs Budget statement.

**Good News:**

Director Engel (owner of Work n Play) and Cat Fisher (owner of Sadie's) said the Mother's Day promotion was successful.

Director Whithed announced she was leaving SOPAC for a position at the Pingry school.

**Public Comment:**

Comments: Alyssa Aronson (resident) brought up;

Pandang not in favor of closing Village Plaza and neither is MOD Studio

Jane Curtin's building façade improvement status

Play Day meeting status

Business Recruitment meeting status

**Adjournment:** There being no further business to discuss, a motion to adjourn was made by Trustee Schnall and seconded by Director Saeed all were in favor. The meeting adjourned at 9:31am.