

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

June 20, 2018

A regular meeting of the South Orange Village Center Alliance was held at Village Hall offices at 76 South Orange Avenue on Wednesday, June 20, 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, Directors Engel, Pogany, Saeed, Murphy, Pedigo, Wonski and Hartwyk. Director Harrison phoned in and participated on the conference call.

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

Absent: Directors McLaughlin, Uberoi, Elie-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, July 18, 2018.

Adoption of the Open Minutes for May 16, 2018:

A motion was made by Trustee Schnall and seconded by Director Pedigo to approve the Open Minutes for May 16, 2018, all were in favor.

Administrative:

- Budget Update
Budget projections are on track, except contributions for events are currently behind. Maintain surplus/reserve income to equal two months of operating expense. Conduct quarterly review of financials with board.
- Action Plan 6 Month Review
 1. Small business development – tie in SHU
 2. Focus on new and existing businesses
 3. Start-up kit to open a new business
 4. Way finding grant (Healthy Community/Living)
 5. Quarterly meetings/updates to BOT

Business Retention:

- Report From Business Retention Committee
Insert for Gas Light – seek volunteers
Spotlight local/existing businesses
Use photos/videos to promote
Hold a networking event
Leverage what we already do
Connect businesses with each other
Publish a calendar of events for the entire year in advance
Director Saeed cautioned against language being used having a “classiest attitude” a Brooklyn under-lying bias
- Board Member Business Visits
 1. Victor’s Florist – Directors Engel and Pogany
Long time business, planters instead of hanging baskets, store fronts need improving; awnings, windows, etc.
 2. Dancing Blender – Directors Murphy and Pedigo
Angry about Play Day cut off at Scotland & Valley, positive comments on Food Stroll.
 3. Little Shop of Hip/Hop – Directors Uberoi & Trustee Schnall
Ron has been in business for 7-8 years, didn’t know much about the VCA.
- Next three businesses to visit;
Boccone South – Steve S. & Matt G.
Indulgence Day Spa – Mark M. & Nureed
SO Pharmacy – Steven P. & Deborah

Retail Recruitment:

- New Businesses/Vacancies – No changes from last month
- Report from Broker’s Event –
Good turn-out 35-40 attendees
David Massoni – restaurateur and resident, interested in opening in SO

Beautification:

- Transition plan for taking cleaning in-house
Bob provided a proposed timeline with weekly goals to achieve and a draft of a job description
The board discussed all of the suggestions

- Next Steps
The Executive Committee will finalize the steps with Bob and move this forward

Vice-Chair Pedigo left the meeting for a prior commitment.

Place Making and Special Events:

Parklet – The ED indicated the installation will take place around mid-July.

Under Cover Festival – Very successful, will bring it back next year

Play Day – sponsorship is currently low

Pride Gas Lamps – The board and ED discussed the process regarding the painting of the gas lights in Spiotta Park to reflect the gay Pride flag. The issue was not supporting this event but rather the social website process and non-inclusion of the Chair and/or other board members. After much discussion the board unanimously approved the purchase of the paint and the painting of the lamp posts.

Advocacy and Outreach:

Development Update – no news

Business Code Review – no news

Good News:

None

Public Comment:

None

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 9:37am.