

South Orange Village Center Alliance

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Bob Zuckerman, *Executive Director*

Melissa Hodge, *Events and Operations*

Board of Directors

Steven Pedigo

Mark Murphy

Mark Hartwyk

Deborah Engel

Jonathan Javins

Danny Harrison

Leslie Pogany

Sunny Uberoi

Matt Wonski

Michael Maza

Cat Fisher

Freddy Arsenault

Fahim Abedrabbo

Steven Schnall

Adam Loehner

Courtney Bryan

Open Minutes

September 26, 2018

A regular meeting of the South Orange Village Center Alliance was held at Village Hall offices at 76 South Orange Avenue on September 26, 2018 and called to order by Chairman Pedigo at 8:30 a.m. The meeting was certified by Director Engel 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: Steven Pedigo, Mark Murphy, Mark Hartwyk, Deborah Engel, Danny Harrison, Sunny Uberoi, Matt Wonski, Steven Schnall, Freddy Arsenault, Fahim Abedrabbo, Adam Loehner

Also Present: Bob Zuckerman (ED) and Melissa Hodge (EOA) and new board members Cat Fisher, Jonathan Javins, Courtney Bryan, Michael Maza

Absent: Leslie Pogany

Public: David Massoni (new business owner), Alyssa Aronson (resident), Katherine Crenshaw

Next Meeting Date: October, 17, 2018

Adoption of the Open Minutes for July 18, 2018:

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

Welcome and New Board Member Introductions + Swearing In

Trustee Schnall motioned and Director Hartwyk seconded the approval of four additional board Directors. All were in favor and the new Directors (Fisher, Javins, Bryan and Maza) were sworn in by Village Clerk Kevin Harris.

Board Report Summary

Bob Zuckerman proceeded with the Board Report summary and referenced the board packet sent out in advance of the meeting to all Directors. He highlighted PlayDay as the most successful Play Day ever, netting almost \$23,000 to be invested back into the downtown district. He reported that Danny Harrison and David Misoni have partnered to buy South Mountain Tavern, and Danny mentioned that the partnership was really born out of our community. Natalie Farrell will be sponsoring Halloween this year along with Investor's Bank. No one had any questions about the report, and Bob reminded Directors that he will be sending weekly updates on Fridays.

Discussion: 2018 Events and Activities

Pedigo led a conversation on upcoming activities for the remainder of the 2018. The Board decided to continue with Halloween and Hometown Holiday events this year. A lengthy discussion about the future of the Pop-Up Shop then ensued. Pedigo offered two options: Continue with the status quo for the event with slight changes, or allow an outside company - SOMA General Store - to manage the Pop-Up shop with no involvement (or cost) from SOVCA. The Directors discussed that the event is important to drive traffic downtown, but that the quality and experience could be better. It was also noted that the shop takes a tremendous amount of Bob and Melissa's time. Director Engel then summarized SOMA General Store's vision for the space. Trustee Schnall motioned for a vote, seconded by Director Wonski. All were in favor of having SOMA General Store run the event this year. Bob then suggested that SOVCA contribute a map to be distributed at the Pop-Up Shop that would highlight local merchants throughout the downtown.

Beautification

Pedigo asked that a committee be formed to discuss ways to use the Playday income to benefit the downtown. Volunteers to include Trustee Schnall, Director Maza, Director Hartwyk, Director Bryan, Director Javins and Director Murphy.

2019 Priorities

Chairman Pedigo then led a discussion about 2019 priorities. Through a brainstorming and conversation, the vision for downtown South Orange was described as a vibrant community

experience, a one stop shop, a diverse range of services and good foods, culturally diverse, pedestrian friendly/walkable, a place of arts and culture. Other ideas discussed including offering resources to our business owners, promote our downtown regionally, simplify opening a business in south orange, a need to increase daytime population, beautification of our district, and how to work with other stakeholders such as Seton Hall, Valley and Irvington Ave.

2019 Budget Scenarios

Chairman Pedigo and Director Hartwyk presented four budgets to the board. Two scenarios were chosen to explore further and would be presented at the next meeting. The budget presentation to the Board of Trustees is set for December 10.

Train Station Update with Katherine Crenshaw

Katherine Crenshaw walked the Directors through the Design review board presentation to NJ Transit. The presentation included a look at areas that need improvement, and suggestions for better lighting, wayfinding signage and a new mural. There is some question as to who has final approval - NJ Transit or a building owner. Bob sits on the Design Review Board committee and will provide updates to the process.

Public Comment

David Massoni spoke about parking. He believes there is enough parking, but that the village needs better wayfinding signage. Alyssa Aronson said Noodlefan is open again, and asked about the Cryans space (lease still being negotiated), Village Hall (deal closed), Moon River (opening in a few months), and K Kakes (they hadn't secured a listing broker yet).

Adjournment: There being no further business to discuss, a motion to adjourn was made by Wonski and seconded by Hartwyk all were in favor. The meeting adjourned at 10:15 a.m.