

South Orange Village Center Alliance

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

Board of Directors

Steven Pedigo	Danny Harrison	Freddy Arsenault
Mark Murphy	Jonathan Javins	Fahim Abedrabbo
Mark Hartwyk	Michael Maza	Steven Schnall
Deborah Engel	Leslie Pogany	Adam Loehner
Courtney Bryan	Sunny Uberoi	
Cat Fisher	Matt Wonski	

Open Minutes

March 20, 2019

A regular meeting of the South Orange Village Center Alliance was held at Village Hall offices at 76 South Orange Avenue on March 20, 2019 and called to order by Vice Chair Murphy at 8:32 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: Mark Murphy, Mark Hartwyk, Deborah Engel, Courtney Bryan, Cat Fisher, Danny Harrison, Jonathan Javins, Michael Maza, Leslie Pogany, Matt Wonski, Steven Schnall, Sunny Uberoi

Also Present: Melissa Hodge (EOA)

Absent: Freddy Arsenault, Adam Loehner, Steven Pedigo, Fahim Abedrabbo

Public: Alyssa Aronson (Resident)

Next Meeting Date: April 24, 2019

Adoption of the Open Minutes for February 20, 2019:

A motion was made by Trustee Schnall and seconded by Director Wonski to approve the Open Minutes for February 20, 2019, all were in favor.

Executive Director Transition + Filling the Gap

Vice Chair thanked Melissa Hodge for the beautiful and delicious goodbye party for Bob Zuckerman. Bob is with SOVCA until the beginning of May on a consulting capacity for 8-10 hours for week. Focus will be on fundraising for PlayDay.

Director Bryan is serving as chair of a committee that will refine the job description and figure out the ideal structure for a new ED. The committee is comprised of the exec committee, Michael Maza and Cat Fisher (anyone else interested can let Courtney know). The committee will present their strategy at the April board meeting.

The group talked about bringing on consultants during the transition, particularly around PR. A PR proposal has been received and will be circulated to the board.

Executive Director Search Process and Timeline

Director Bryan discussed the search process, and reminded the group that this is an exciting time for the organization. She said some of the questions that will be answered are: Is this a full time position or 30 hour position? What is the scope? What quality and skills do we need?

The need for a consultant came up, to project manage the search (screening resumes, setting up interviews).

Director Bryan also asked who should be on the search committee, in addition to board members? Do we need a representative from the Board of Trustees? Village President? Other stakeholders? Regarding time frame, the hope is that the position will be posted end of April/early May to have a new ED start by August or early Sept at the latest.

Executive Committee Officers

Chair Pedigo is moving to Texas so a new chair will need to be selected. Vice Chair Murphy asked the group to let Chair Pedigo know if anyone is interested in stepping onto the exec committee.

Plastic Bag Ordinance Next Steps

Trustee Schnall discussed next steps in the bag ordinance process. A public meeting will be held on April 1st at 7:00pm at SOVCA Loft. This meeting will serve as a forum with business owners. Outreach to our business owners should go out in the next day or two. Trustee Schnall suggested knocking on doors with introductions and materials, but time is an issue.. A

conversation ensued about who should knock on the doors, and the board members agreed that it should be the Environmental Commission or the BOT, not our board members. It was also noted that the SOVCA logo should not be included on materials.

Trustee Schnall mentioned that the objections so far have been that too much of the education process will fall on the business owners. He said the Environmental Commission went back and looked at the ordinance, heard objections and considerations, and made modifications. They are also trying to coordinate with Maplewood and be as consistent as possible (for example, both towns now have a 5 cent fee included, instead of the 10 cents in the initial South Orange ordinance.)

Trustee Schnall further explained the process. He said the first reading is this Monday, March 25. This is an introduction to let everyone know. Then there will be the public forum on April 1, for all South Orange businesses (business district, Valley St and Irvington Ave). A second public meeting will be at the April trustee meeting on April 22nd, when the second reading will occur.

Director Pogany asked why the rush. Trustee Schnall replied it's because they've been working on it so long that why delay any longer. Director Wonski mentioned that no one on the environmental commission is actually affected. Director Pogany talked again about educating those in neighboring towns.

Trustee Schnall mentioned that the BOT will create reusable bags to give to the stores, and that the Village is committed to doing a PR campaign. Enforcement will not begin until after six months.

Director Javins mentioned that many stores buy in bulk and currently have bags that will last for at least a year. The ordinance should consider this. He also noted that the people who were listed as the enforcers should not be the ones who are checking the bags. Discussion ensued about who is going to be enforcing and the board really feels it should be re-looked at and reevaluated.

Director Pogany recommended a longer education period, and that we have a suggestive measure for example, have canvas bags hanging there for 99 cents to create an impulse buying decision. She again expressed her frustration that the environmental commission has not reached out to the businesses.

Director Harrison suggested they reach out to Hoboken. It's been two months since it's been in effect. Find out what problems have they had and what's enforcement like. Trustee Schnall said he would do that.

Next steps:

- Email goes out to our business owners. Should also mention that the first reading will be on March 25.
- All agree that "we were informed" it's not SOVCA approved.
- Environmental commission should knock on business doors.

Committee & Event Reports

Beautification:

- RFP for the music walk will go out to artists on April 15. String lights over walkway and bike racks are also included in the plans.
- Looking for quotes for power washing, repainting gas lights, cleaning and relocating concrete planters, piggy back on plantings from Spiotta Park into other planters. Received one quote... will develop calendar based on quotes and figure out what to do and in what order.
- Scalora will be working on spring clean up and planting in Spiotta. Storm fencing will go up soon. Vice Chair Murphy is running point on music items in the park - refurbishing and replacing.
- Art installation will be done in July
- Plantings - Director Fisher asked about plants that don't need as much care. The lamppost hanging baskets will be the same (DPW takes the lead). They want to change that next year and will look at cost.
- Parklet - this year on Valley St. in front of Sadies. Should be up by the food stroll. They will reach out to area businesses to ensure they have buy in.

Events

Food Stroll

- Sunday April 28, 4-7pm. 13 verbal confirmations, 3 with paperwork completed. Deadline to apply is April 1st. Natalie Farrell is presenting sponsor. Event income 20% will be donated to MEND and the rest is split between the businesses. Green Bean bus will be at Spiotta Park. Leslie volunteered to go to US Food to see about sponsors. Cat and Melissa will work on the an updated deck for Leslie.

UnderCover Music Fest

- \$6,000 raised. Mark Murphy and Vanessa Pollock are presenting sponsors. Mark now looking for \$500 and \$1000 asks. SOPAC sponsoring in kind with loaning the tech equipment. Marketing rolls out on April 2. The Fox and Falcon will create a beer garden and covering the costs. Bunny's is donating food for the bands. After party opportunities at Bunny's?

Candidate Forum

- April 23rd at SOPAC Loft. Who is running lead and letting candidates know? Murphy to reach out to Pedigo to see what it looks like and secure the candidates.

Public Comment

Trustee Schnall motioned to open public comment and Director Hartwyk seconded.

Alissa asked about three items: How was the General Store pop up at Fox and Falcon? Boccone South needs space? Will Bob help with the transition? Vice Chair Murphy said that Bob is on consulting for 6-7 weeks. Director Engel said the pop-up went well. Baconne has been looking at spaces.

A Motion was made to close public comment made by Director Hartwyk and seconded by Trustee Schnall.

Director Pogany motioned to go into executive session. Director Wonski seconded.

An executive session ensued.

Adjournment: There being no further business to discuss, a motion to adjourn was made by Trustee Schnall and seconded by Director Fisher; all were in favor. The meeting adjourned at 9:55 a.m.