

South Orange Village Center Alliance

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

Vacant, *Executive Director*

Melissa Hodge, *Events and Operations*

Board of Directors

Steven Pedigo

Mark Murphy

Mark Hartwyk

Deborah Engel

Courtney Bryan

Cat Fisher

Danny Harrison

Jonathan Javins

Michael Maza

Leslie Pogany

Sunny Uberoi

Matt Wonski

Ruth Zamoyta

Fahim Abedrabbo

Steven Schnall

Adam Loehner

Open Minutes

May 22, 2019

A regular meeting of the South Orange Village Center Alliance was held at Village Hall offices at 76 South Orange Avenue on May 22, 2019 and called to order by Chair Pedigo at 8:33 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, Courtney Bryan, Cat Fisher, Jonathan Javins, Michael Maza, Leslie Pogany, Steven Schnall, Sunny Uberoi

Also Present: Hannah Zollman (Consultant)

Absent: Adam Loehner, Fahim Abedrabbo, Danny Harrison, Matt Wonski, Ruth Zamoyta

Public: Alyssa Aronson (Resident), Sally Unsworth (Resident)

Next Meeting Date: June 19, 2019, 8:30 - 11am. (for candidate interviews; exec session at the beginning of the meeting)

Adoption of the Open Minutes for April 24, 2019:

A motion was made by Director Schnall and seconded by Director Pogany to approve the Open Minutes for April 24, 2019, all were in favor, no one opposed.

Events, Taskforce and Beautification Update

Reusable Bag Ordinance - Director Engel reported that a task force comprised of business owners and members of the environmental commission and moderated by Director Engel and Trustee Clarke met and agreed to new points, including things like one 5 cent fee per order on all restaurant take-out and delivery, a start date beginning Jan 1, 2020, and a change of enforcement. The task force sent out a survey to businesses, and many still reject the fee, but that's not going to change. Next step is education. A committee is forming.

Beautification + Music Walk

Chair Pedigo mentioned beautification efforts have been going well. Downtown looks much better. Applying for 20k grant from Main Street NJ. Pogany motioned to pass the Grant Resolution to apply for the grant. Fisher seconded. All in favor, no one opposed.

Music Walk- Dan Fenelon has been selected to create the mural. There will also be a standalone mural of a cat playing music for selfies. The walkway will be cleaned, benches and bistro lights will be added. Depending on the cost, music may be included. The space will be clean and visually appealing, something you want to take photos of. In 18 months to 2 years, we can do another RFP for artists. Spiotta Park looks great; instruments will be reworked and connected to the music walk. Director Bryan reminded us that Emma from South Mountain Yoga had asked about the instruments; Vice Chair Murphy will let Emma know that the instruments will remain the same. Chair Pedigo discussed planters (we had questions last time about going all the way up SO Ave.) It's too expensive for this year. Chair Pedigo and Director Pogany will talk about using the money collected from business owners for lighting and instead use it toward planters. The Board approved spending \$250 for PR help to write a release to promote our beautification efforts.

Under Cover Music Fest- June 1 (one week away). Raised 12K, money will go back toward beautification efforts. Meeting on Friday to discuss logistics and may need volunteer help.

Farmer's Market + DAS: Jazz on Sloan on Fridays, Spiotta on Saturday. Some bonus concerts during holidays. No concerts on the same day as the Under Cover Music Fest or PrideFest. Farmer's Market kick off is June 5. 24 Hours of Music will be scheduled around the Music Walk opening.

PlayDay: \$6,500 + \$5,000 verbal from Stop and Shop, but questionable nos include SOCD, Barnabus and Investors. Natalie Farrell is unsure. Have we asked developers for dollars? BOT had asked us not to ask them previously. Director Harrison will ask Landmark. PlayDay meeting set for June 13 at 10am. One concern, no one from our board is on the PlayDay committee; we only have Melissa/Staff in that group. Chair Pedigo asked if someone from the group would want to join. Director Fisher volunteered. Director Pogany will help connect with Provident for

Sponsorship money. Memorial Day Weekend has big Cougar soccer weekend here in downtown.

Executive Committee Officers & Board Positions

Chair Pedigo is leaving. He heard from some people who were interested. Mark Murphy has volunteered to be Chair. Director Engel volunteered to be Vice Chair. Michael Maza expressed interest in being Secretary. Director Hartwyk said he'd continue on as Treasurer. Chair Pedigo motioned to approve the nominated slate. Seconded by Schnall. All in favor, no one opposed. Motion approved.

Board Positions also opening. Director Harrison is stepping down, but will still volunteer. Happy to run and pay for another Broker event. We also have Director Pedigo's seat opening. Vice Chair Murphy will reach out to see what that looks like after ED search completes.

Public Comment

Director Schnall motioned to open public comment and Director Engel seconded opening public comment.

Alison Oxman : Regarding the music walk and art walk; while talking to Catherine Crenshaw she was inspired by the music-inspired mosaics in the main hallway at SO Middle School. During Master Plan process, thought about creating a program where teachers and kids can create artwork in town. Also spoke to Jeremy Moss who did another mural and interested in working on the project. Director Engel also asked if Alison can help with Middle School outreach for beautification/reusable bag outreach. Director Bryan mentioned that there is a lot of grant money available for these kinds of programs.

Luis Estrella + Camille Estrella Keller Williams Realtor - Entrepreneurs of Color - came to hear what's going on. Director Bryan asked for them to talk more about Entrepreneurs of Color group. Mission is to enhance visibility and viability of entrepreneurs of color in both towns. Camille lived in Maplewood and now both live in SO. Creating a directory.

Alyssa - Asked about new businesses and about communication with our merchants. The board reported they have been increasing communications and that they don't know about anything new that hasn't already been reported.

Director Hartwyk motioned to close public comment and Director Bryan seconded.

Executive Session: Executive Director Search

The Board moved into executive session.

Adjournment: There being no further business to discuss, a motion to adjourn was made by Director Hartwyk and seconded by Director Fisher; all were in favor. The meeting adjourned at 9:52 a.m.