

# South Orange Village Center Alliance

76 South Orange Ave., South Orange, NJ 07079

973-763-6899 – Ext. 6899

Julie Doran, future *Executive Director*

Melissa Hodge, *Events and Operations*

## Board of Directors

Mark Murphy

Mark Hartwyk

Deborah Engel

Courtney Bryan

Cat Fisher

Jonathan Javins

Michael Maza

Leslie Pogany

Sunny Uberoi

Matt Wonski

Ruth Zamoyta

Fahim Abedrabbo

Steven Schnall

Adam Loehner

## Open Minutes

July 17, 2019

A regular meeting of the South Orange Village Center Alliance was held at Village Hall offices at 76 South Orange Avenue on July 17, 2019 and called to order by Chair Murphy at 8:35 a.m. The meeting was certified by Director Maza 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, Jonathan Javins, Leslie Pogany, Stephen Schnall, Matt Wonski, Ruth Zamoyta, Sunny Uberoi

**Also Present:** Hannah Zollman (Consultant), Melissa Hodge, Julie Doran (future Executive Director), Frank (Seton Hall)

**Absent:** Adam Loehner, Fahim Abedrabbo, Matt Wonski

**Public:** Alyssa Aronson (Resident), Alison Oxman (Resident)

**Next Meeting Date:** NO August meeting; September 18, 2019, 8:30 - 10am

### **Adoption of the Open Minutes for June 19, 2019:**

A motion was made by Director Hartwyk and seconded by Director Fisher to approve the Open Minutes for June 19, 2019, all were in favor, no one opposed.

### **Saturday 6/15 - Event in the Village**

Trustee Schnall indicated that the investigation is ongoing and there has not been an arrest. The Village believes it is episodic and are considering increasing the number and sophistication of surveillance cameras in the Village.

### **Reusable Bag Ordinance**

Ordinance passed and becomes effective 1 January 2020. The Board needs volunteers to assist with outreach including graphic designers. Will be addressed at future meetings.

### **Beautification**

Spiotta Park - The artist painted and restored the musical instruments. The DPW is responsible for restoring fountain, which they've indicated will be repaired and running by the end of July. Gaslights will be repainted in park this summer too.

Music Walk - The artist is nearing completion of the artwork which will be mounted to the building later this summer. SOVCA plans to power wash/clean the east facade of the Bank of America building prior to the installation of the artwork. The landscape clean-up is in progress. Director Hartwyk contacted the owner of the building to the east (Grid Iron Waffle) about adding a mural there too, but has not received a response.

SOPAC is sundowning the painted piano project and will be looking for a new initiative.

Future art RFPs will be distributed to a wider community of artists. A database will be developed with assistance from Julie Doran.

Sloan Street's retaining walls, pavement and curbing was power washed. SOVCA contributed to adding plants to the beds along Sloan Street. SOPA will assist with watering.

SOVCA received a Main Street NJ grant for \$21,500 for beautification. SOVCA matching with \$15,000. SOVCA will distribute a press release in the coming weeks with a potential Public Relations event with Main Street NJ to follow. Date is TBD.

### **Quarterly Goal Announcement**

Director Murphy suggested the development and distribution of a Quarterly Goal Announcement. The announcement will include recent beautification progress, fundraising and events, a thank you to sponsors and donors, along with a welcome to new businesses.

Regarding new, potential upcoming business transactions, M.Hodge will distribute a list of requested use permits to the Board.

SOVCA should finalize and publish the draft *How To Do Business in South Orange* this Fall.

### **New Executive Director and Board Members**

Julie Doran starting 19 August 2019.

New Board member selection will be run by Director Engel and commence in August. In conjunction with the selection of new members, the Board will consider a new committee structure to increase Director involvement.

### **Cleaning by SOPA**

Director Hartwyk proposed contracting SOPA to handle the SOVCA District cleaning. The initial agreement will be a 1-year contract effective 1 August 2019. SOPA's fee to administer the cleaning is less expensive than current costs and will be more effective. The new cleaning plan will incorporate overnight cleaning. SOPA is aware that overnight cleaning has a potential for noise issues but feel that it will not impact many residents. They will address any issues as required. The SOPA Board has approved the initiative. SOPA will utilize the 2 current SOVCA employees on a probationary basis with no change in their hourly pay rate. Trustee Schnall will check with counsel regarding potential HR issues with the merger.

SOVCA will contact Cold Stone Creamery about additional exterior clean up.

Motion by Trustee Schnall, second by Director Murphy. Straw poll was taken; all approved; Director Hartwyk abstained.

### **PlayDay**

Event will be held on 15 September. SOVCA reduced the 2019 costs from the 2018 budget without shrinking event or amenities. SOVCA will increase fundraising initiative to bridge the fundraising gap over the coming weeks. After the 2019 event, SOVCA should evaluate future PlayDay events and make suggestions for improvements. Directors Fisher and Javins will assist with Play Day planning but SOVCA requires all Board members to assist with day-of tasks.

### **Public Comment**

Frank stated that Seton Hall can assist with volunteers for Play Day

Start considering needs for holiday Pop-up shop

Alyssa asked that we increase advertising for the Farmers' Market. Event committee will address concerns. SOVCA continually seek additional vendors.

**Adjournment:** There being no further business to discuss, a motion to adjourn was made by Director Murphy and seconded by Director Hartwyk; all were in favor. The meeting adjourned at 9:59 a.m. '