

IRVINGTON AVENUE CORRIDOR ADVISORY COMMITTEE
February 26, 2013
Minutes

Present: Trustee Sheena Collum
Trustee Steve Schnall
Village Administrator Barry Lewis
Doug Zacker
Laura Nichols
Tracey Randinelli
Olivia Lewis Chang
Kim Peterson
Michael Baldwin

Absent: Clarke McCarthy
Joyce Strawser
Trustee Deborah Davis Ford
Trustee Mark Rosner

Guests Alyssa Ahronson, resident

APPROVAL OF MINUTES:
No Minutes to approve.

INTRODUCTION OF COMMITTEE MEMBERS

For the inaugural meeting, committee members introduced themselves, what their backgrounds were and what interested them in getting involved with the IACAC.

HISTORY OF IRVINGTON AVENUE CORRIDOR

Trustee Collum provided the IACAC a packet of planning documents dating back to the Village's Smart Growth Plan in 2007, the Village's Downtown Vision Plan in 2010, and presentations received from the Seton Hall Market Research Center (MRC) in fall of 2013. She noted that all documents should be used as "guiding principles" with the most recent outreach efforts through the MRC being the most timely and relevant.

PENDING MATTERS:

GOALS AND OBJECTIVES

The Committee discussed the importance of setting goals both short term and long term, and focused primarily on short term deliverables in order to get volunteers who signed up to help involved. The following areas of interest were discussed:

Action to be Taken

List of goals agreed upon and will be a working list

Beautification

- Plantings throughout the corridor and hanging baskets (similar to the downtown)

- More trash cans and recycling bins
- Banners on gas lamps
- Part-time trash pick-up crew, block captains in charge, Seton Hall students
- Return refurbished benches to municipal lot
- Student-led business storefront rejuvenation

Marketing and Branding

- Identify a theme/brand for this corridor that is unique and builds upon the results from the Market Research Center
- Involve the community by doing a contest/vote
- Website, social media presence, etc. will be able to be established once this is complete.

Events

- Some sort of event in municipal lot: flea market, farmers market, concerts with food sold/supplied by a local restaurant
- A large scale event: street fair
- Should set up a meeting / liaison with property owners
- Social media presence should be established

Development/Planning/Business Alliance

The committee discussed the need for long term planning and how the biggest challenge would be bridging business owners and property owners to think about the bigger picture.

- Outreach to the business community and property owners to form a business alliance.
- Work with the Village’s Development Committee and professionals on long term issues (planning, redevelopment, facade improvements, FRONTS program, etc.)

CHAIR ELECTED

Doug Zacker was selected to be the Committee Chair

RECORDING SECRETARY

Michael Baldwin was selected to be Recording Secretary

SUBCOMMITTEES AGREED AND ASSIGNED

The Committee agreed on four subcommittees and assigned leads:

- Beautification: Olivia Lewis Chang lead, Kim Peterson and Laura Nichols members
- Events: Tracey Randinelli lead, Laura Nichols, Olivia Lewis Chang and Michael Baldwin members
- Branding and Marketing: Michael Baldwin lead, Tracey Randinelli member (social media)
- Development and Planning, Kim Peterson

Action to be Taken

Doug to draft and distribute email to local list serves and database of interested volunteers. List of interested volunteers and contact information to be sent to Subcommittee heads. Subcommittee heads to set up inaugural meetings.

Members will be solicited for the subcommittees via an email from Doug to all volunteers expressed interested in participating the committee asking them to choose an area of interest. The same email will be sent to the neighborhood list serves. The subcommittees will try their best to organize and meet before the next scheduled meeting of the IACAC on March 27th.

CAPITAL BUDGET

Trustee Collum noted that the Village has conducting its budget workshops and that the Board of Trustees has allocated \$100k for Capital Improvements to Irvington Avenue and has budgeted with their operating expenses monies for an event and redevelopment study for the corridor. As the working groups develop a plan, it will become more clear how the money will be allocated.

Action to be Taken

None

MEETING SCHEDULE

The IACA will meet on a rotating schedule the fourth Wednesday and Thursday of each month at 7:30PM at South Orange Municipal Offices (76 South Orange Avenue). The next meeting being on Thursday, March 27th at 7:30pm.

Action to be Taken

None

PUBLIC COMMENT

None

There being no further items of business to be conducted, a motion of Adjournment was made and seconded, with all Trustee Members voting in favor, no one opposed.

Respectfully Submitted,

Michael Baldwin
Recording Secretary