

IRVINGTON AVENUE CORRIDOR ADVISORY COMMITTEE
April 23, 2014
Minutes

Present: Doug Zacker, Chair
Michael Baldwin, Recording Secretary
Laura Nichols
Tracey Randinelli
Olivia Lewis Chang
Kim Peterson (left after beginning of meeting)
Clarke McCarthy (arrived late)
Trustee Sheena Collum
Trustee Mark Rosner
Village Administrator Barry Lewis

Absent: Trustee Steve Schnall
Trustee Deborah Davis-Ford
Joyce Strawser

Guests Alyssa Ahronson, resident
Susan Gruel, Town Planner
James Johnston, resident
Sheila Oliver, resident

APPROVAL OF MINUTES:
Minutes approved

PENDING MATTERS:

REDEVELOPMENT OPTIONS

Susan Gruel walked the committee through the redevelopment and rehabilitation options available to the Committee and Village to encourage development along the Irvington Avenue Corridor that is in alignment with the Committee objectives. After discussion, the Committee voted unanimously to ask the Village BOT to begin the actions and studies necessary to explore the redevelopment and rehabilitation options. (Kim Peterson was absent during this and subsequent votes)

Action to be Taken

Trustee Collum to forward recommendation to the Board of Trustees that the village prepare the necessary studies

SUBCOMMITTEE UPDATES

Branding and Marketing Subcommittee

BRANDING RECOMMENDATION

The Subcommittee Chair presented the branding / naming recommendation for the Irvington Avenue neighborhood to the full committee. The Subcommittee recommended the "Seton Village" brand

Action to be Taken

Michael Baldwin will work with graphic designers to develop a logo based on the approved name to release to the public and be used on all

for the following reasons:

- All the research and data points pointed to the need to some connection to the University: 700 people surveyed last year, the recent informal survey, and the terrain and location of the neighborhood.
- The recent public survey clearly put Seton Village at the lead with the majority of the vote. Not binding, but a clear preference.
- It extends the existing neighborhood name to the broader community.
- It creates a connection between the South Orange Village and Seton Hall University that is undeniable and welcomes all members of the community.
- The brand links Seton Hall University as a strong and active partner If Seton Hall can point to a surrounding neighborhood as a welcoming area they are more likely to engage with us successfully.
- Recommendation for the logo treatment will be something artistic, hand-made and unique, not traditional and expected. This interaction between the expected and unexpected will produce a unique starting point talking about the vision for the neighborhood.

Committee materials moving forward.

Action to be Taken
Trustee Collum with work with Steve Hickson to develop marketing brief for the Committee that will guide logo development and all other visual efforts.

The Committee voted in favor of the recommendation of branding the area “Seton Village.” All were in support of the recommendation except for Clarke McCarthy.

MARKETING OUTREACH TO BUSINESS COMMUNITY

The Subcommittee expressed a strong interest in working directly with the business community to offer their marketing expertise, develop materials that the business can use when building business plans and attracting investors, and investigate ways to become more involved with the Business Alliance Subcommittee. Robert Mattaliano and Mic Fox will take the lead on these efforts.

Action to be Taken
Michael Baldwin will introduce Robert Mattaliano and Mic Fox to Kim Peterson

Business Alliance Subcommittee

Kim Peterson was not in attendance at this point of the meeting and Trustee Collum gave the following update:

MERCHANTS ASSOCIATION

Nine merchants attended the inaugural business alliance subcommittee meeting on April 14th at Inkosi and discussed forming a merchants association.

Action to be Taken
Kim Peterson will work with the merchants to form a merchants association that will operate outside of the Subcommittee.

CODE ENFORCEMENT

A primary focus of discussion was how the Subcommittee could work with the town to strengthen code enforcement Discussed pursuing through enforcement with bad landlords. Also discussed was how to reach out to landlord Sayid about options for improving his buildings and getting buildings up to code.

Action to be Taken

Administrator Lewis will set up a meeting with landlord Sayid to discuss ways to get his properties up to code.

Beautification Committee

GARBAGE CANS

Sheena agreed to look into options for garbage cans that will work for the neighborhood

Action to be Taken

Sheena to investigate garbage cans

KIOSK

Laura is continuing to explore the making and installation of a kiosk . She will also to talk with the car wash owner about installation of flower boxes.

Action to be Taken

Laura to find a vendor for the kiosk and talk to car wash owner about flower boxes

PLANTER / POTS

Wesley, a volunteer, agreed to research appropriate planters/ pots and bring his recommendation back to the committee

Action to be Taken

Wesley to bring pot recommendations

HANGING BASKETS AND LIGHTS

Olivia agreed to work on the hanging baskets. Lights would ideally be strung in the trees depending on cost. The issue of the lights (for trees) which is dependent on our costs and contract with PSEG./ awaiting report from Barry Lewis.

Action to be Taken

Olivia will investigate hanging baskets. Barry Lewis will talk to PSEG and investigate costs for lighting the trees. Olivia will be the liaison between the Events and Beautification subcommittees

MURAL

Had a visit from artist Jon Horowitz who is an artist and muralist. He is very interested in community art and willing to work with us at various levels.

Events Committee

GENERAL DISCUSSION ON IRVINGTON AVE.

EVENTS/CHALLENGES

- Can consider stand-alone/annual event (ie, summer festival); on-going series of events (ie, concert series); business promotions; participation in existing Village-wide events (ie, Restaurant Week)
- Events should attract SHU students
 - Business promotion (ie, BPS “dollar coffee” offer)
 - Should reach out to SHU Student Activities board—make Irv. Ave. facilities available to students groups for meetings, etc.
- Public safety concerns: need to focus on changing perception that

Action to be Taken

Work with Joyce Strawser to connect with relevant contacts on activities board

area is unsafe

- Sheena/Olivia addressed work that the Village and Beautification committee are doing, noted that neighborhood watch effort is helping in terms of bringing down crime numbers
- Appearance concerns: how do you reconcile getting people to events with the current look of the neighborhood
 - Beautification committee working on appearance: flower baskets, banners, etc.
 - Plan events designed to improve look of neighborhood (ie, event for volunteers to paint storefront windows)
- Food service at events/festivals
 - Concerns of health inspector make outdoor food service challenging; depending on event, may be more efficient to focus on on-site restaurant food purchase and provide eating areas outside during event
- Planting/gardening
 - Possibility of using some of large lot on Irvington and Fairview for a community garden? Co-opt other areas in the neighborhood for community planting use?
- Budget: per Sheena, there is money in the Village budget for events. Village Administrator Barry Lewis estimated \$5,000 is available to spend on events for the remainder of the year.
 - Should also consider sponsors for larger events
- Catering to singles/adults without kids: not every event should be focused on kids/families.
- Partnership with YouthNet

Action to be Taken
Laura to reach out to Irv/Fairview homeowner

EVENT IDEAS

- Summer on the Avenue: some sort of fun summer happenings
- Flavors of the World: world music, food, kids activities, crafters, etc.
 - Could do as series: one international “flavor” per week, match to one restaurant, have activities for kids, etc.
 - Could do as one day event: close street, schedule a number of musicians/entertainers, kids activities, vendors, etc.
- Outdoor movies: done at Floods Hill last year, but could happen on IrvAve this year—in August to follow Floods Hill concerts—provides a cohesive town-wide summer entertainment series and inexpensive to produce.
- Animal-focused “Adopt a Pet” event: similar to festival held in

Action to be Taken
Follow up with Baird/Rec Dept

Ridgewood—opportunities for pet adoptions. Could focus on pet owners, too (ie, dog park, pet contest, etc.)

- Event series for adults:
 - Poetry night
 - Battle of the bands
- University Day—Work with SHU to expand the day into the IrvAve Corridor
- Book Be Gone—ongoing book exchange

Action to be Taken
Follow up with Joyce Strawser

SUMMER EVENT: INTERNATIONAL FESTIVAL

- July date
- Sunday afternoon preferred, as parking is not restricted; will businesses normally closed on Sundays be willing to participate?
- Close off portion of IrvAve—at minimum, from Ward to Riggs
- Variety of world music/entertainment, vendors/craftspeople, kids activities

Action to be Taken
Check SO/MA calendar for July conflicts

Refer to Kim for discussion with businesses

Check with SOPD re: street closure

NEXT MEETING

- SUNDAY, APRIL 27 At that time, we will plan to finalize the date and location of summer event and break down/assign planning tasks.
- Frequency of meetings: could be less frequent once people are working on specific tasks. Getting volunteers on Basecamp may also help with this.

Action to be Taken
Alan to check Inkosi availability

Check with Trustee Collum re: Basecamp access for volunteers

MEETING SCHEDULE

The next meetings of the Committee will be May 22, June 25, July 31

PUBLIC COMMENTS

JAMES JOHNSTON, RESIDENT

- Can we do a plant sale to help offset costs of event?
- Landord Sayid has every right to build a bigger and better property and raise rents. Existing businesses may be gone because of this.
- The Committee should worry about how high buildings can be built.
- The Committee should have a neighborhood meeting about plans because neighbors are skeptical

SHEILA OLIVER, RESIDENT

- Are there codes that address loitering? (Committee responded that these are not legal)
- Is there a code that addresses the amount of property that one

- person can own? (Committee responded that this is not legal)
- Can the solar powered lights be investigated?
- Suggested creating an event that caters to seniors or special needs kids.
- Asked the name of the new business that is opening in the new mother place. (Some discussion about the nature of the business: restaurant.

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