

**IRVINGTON AVENUE CORRIDOR ADVISORY COMMITTEE
THURSDAY, May 22, 2014, 7:30PM
Minutes**

Present: Doug Zacker, Chair
Michael Baldwin, Recording Secretary
Fahim Abedrabbo, Seton Hall
Trustee Steve Schnall
Tracey Randinelli
Olivia Lewis Chang
Kim Peterson
Clarke McCarthy
Trustee Sheena Collum
Trustee Mark Rosner
Trustee Deborah Davis-Ford (arrived late)

Absent: Village Administrator Barry Lewis
Laura Nichols

Guests Matt Borowick AVP, Seton Hall
Dean Joyce Strawser, Seton Hall
James Johnston, Resident
Alyssa Ahronson, Resident

APPROVAL OF MINUTES:

Minutes approved

PENDING MATTERS:

REDEVELOPMENT UPDATES FROM BOT & DEVELOPMENT COMMITTEE

Trustee Collum discussed the presentation of the town planner to the South Orange Board of Trustees at the most recent meeting, noting that the recommendation from the IACAC was that both rehabilitation and redevelopment were going to be researched but that the village has never used eminent domain in its history. The Board unanimously agreed with this committee. Redevelopment counsel did a walkthrough of Irvington Avenue and recommended scattered redevelopment and not a large zone. Next steps are to identify a map, prepare a resolution for Board, and then for discussion by the planning board. The entire process should take 3-5 months.

Trustee Rosner talked about the Development Committee and agreed with

Action to be Taken

Trustee Collum to shepherd the resolution authorizing a study through the Board of Trustees and then the planning board.

Map of redevelopment area to be reviewed at next IACAC meeting.

the IACAC to do the study. He discussed the key properties and the importance of getting them on board. Another important point, according to Trustee Rosner, was the development of housing for Seton Hall staff. He also noted that there is rather large South Orange affordable housing trust fund that could be used for student housing.

PARTNERSHIP OPPORTUNITIES WITH SETON HALL UNIVERSITY

Trustee Collum discussed the Irvington Avenue focus group that recommended tapping into the Seton Hall campus. Matt Borowick added that Trustee Collum has worked very hard to build a relationship with the university and its hometown. The village has become more user friendly, but there is still room for improvement and growth. Seton Hall is growing and has seen record enrollments, but is constrained by size of campus.

Matt noted that there is a market of 11,000 people that are ready and willing to spend more money in town. The Irvington Avenue corridor is very accessible to campus and this is quite a draw. Seton Hall is becoming more geographically diverse (drawing more people from out of state.) With fewer commuter students, the demand for on and off campus services is growing. Matt agreed that providing affordable faculty housing is a real draw for the university.

The Committee agreed that we need to explore how to expand the use of Pirates Gold into the Irvington Avenue Corridor and that Kim will take the action to set up a discussion with Fahim Abedrabbo. Fahim will also need to supply us with a number of statistics for Seton Hall and the student body. Fahim noted that public safety is a key thing to accomplish.

Tracy Randinelli noted that the Committee wants to get Seton Hall involved in our events on and off campus, including parents weekend, university day, and even possible develop a back to school event on the IAC.

The Seton Hall representatives agreed that they would be happy to partner with the Committee on a university weekend in the fall and that the Committee would be more than welcome to have a presence at on-

Action to be Taken

Kim Peterson will discuss with Fahim Abedrabbo how to get Pirates Gold more widely used on the Irvington Avenue Corridor.

Fahim will supply the Committee with available statistics for Seton Hall and the student body.

campus events.

Dean Strawser noted that her business school students are often charged with developing an event and that they could be a great resource for the Committee

CLEAN-UP / GREEN-UP EVENT DEBRIEF

Tracey Randinelli noted that everyone on the Committee participated in this event to some degree. The Committee then focused on what worked and what didn't work on this inaugural event:

What worked:

- DPW, Clean Sweep both did a great job
- Jespy House contributed a lot
- Lots of kids involved in the event
- Music was a good touch, but notify residents in advance next time
- Just notifying people about the event made people aware that something new is happening in the area
- Volunteer engagement was strong
- 80 people attended event

What didn't work

- Sponsorship structure / package needs to be determined
- Uniform letter to introduce the Committee to all the businesses along the corridor (messaging about who we are and what we do).
- Administrative process for cash donations
- Sign-in for event didn't go well, which made it difficult to count the number of participants

Action to be Taken
Branding and Marketing Subcommittee can put together a draft "Who we are / what we do" document for the Committee to use.

Trustee Collum with work with Administrator Lewis to work through what our budgets are and how to handle cash donations.

SUBCOMMITTEE UPDATES

Beautification Subcommittee

The next meeting will be on the following Wednesday, May 28th, and will cover the following action items and focus on longer-term issues, according to Olivia Lewis-Chang:

- **Hanging baskets:** Administrator Lewis was supposed to send a map of all lamps on the avenue to Olivia.
- **Garbage cans:** Trustee Collum owes research of garbage cans – she will show options at next meeting. Trustee Collum noted that she’s also found money to pay for the cans.
- **Planters:** Subcommittee member Wesley is working on the planters.
- **Tree lighting:** Olivia will talk to the SOVCA about what they are using in the trees downtown and we will ask the DPW to install the same. We can just decorate gaslamps with lights if we don’t want to do trees.

Action to be Taken
Olivia will follow up with Administrator Lewis.

Trustee Collum will present research on garbage cans at the next beautification meeting.

Olivia to talk to SOVCA about what lighting they are using the in the trees downtown and we will use the same on Irvington Avenue.

Marketing and Branding Subcommittee

Michael Baldwin covered the following topics.

- **Logo development:** The brand standards guide is complete and was used as the basis for a proposal from the same graphic design firm that designed the logo for SOVCA. ITO, the design firm, responded positively and returned an acceptable proposal for developing a logo and other necessary materials for the IACAC. Michael will work with Trustee Collum and Administrator Lewis to get BOT approval and a contract signed and deposit paid so that work can begin.
- **Shifting focus of marketing volunteers:** Marketing experts on the Subcommittee will now be linked up with specific business owners to offer their advice and services on an as-needed basis.

Action to be Taken
Michael Baldwin will work with Trustee Collum and Administrator Lewis to get the design contract with ITO signed and paid so that work can begin.

Michael to introduce the subcommittee volunteers to Clarke and other interested parties.

Clarke McCarthy noted that she would like to work with the subcommittee members on her upcoming grand opening.

Business Alliance Subcommittee

Kim Peterson said she was setting up a meeting with the marketing and promotion specialists on the Marketing and Branding Subcommittee with local business owners. Michael Baldwin said this meeting was long overdue and he has been following up for weeks. Kim noted that she was not sure how to approach business recruitment to the Irvington Avenue Corridor. Several Committee members noted that SOVCA has a business recruitment specialist that might be a good resource.

NEXT MEETING

June 19th, location tbd

PUBLIC COMMENTS

JAMES JOHNSTON, RESIDENT

- Website should highlight the whole area, not just Irvington Avenue.
- Has anyone talked to Sayid about what he wants?

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