



TOWNSHIP OF SOUTH ORANGE VILLAGE
Strategic Partnerships and Citizen Engagement

Virtual WebEx
South Orange, NJ 07079
October 12, 2022 8:00 am

Minutes

- CALL TO ORDER and ATTENDANCE 8:03 am
 - Trustee Summer Jones, Chair
 - Trustee Donna Coallier
 - Trustee Steve Schnall
 - Julie Doran, Deputy Administrator
 - Cat Fischer – Chair South Orange Downtown
 - Monica Burnette – VP, SHU
 - Laura Fernandes, South Orange Resident
 - Sally Unsworth – NPP Grant Coordinator – **absent**
 - Matthew Borowick, Vice President for University Relations
- APPROVAL OF MINUTES 8:02 am
 - **Email approval**
- PUBLIC COMMENTS 8:05 am
- REPORTS 8:15 am
 - NPP Status – Sally Unsworth
 - Seton Hall University – Matthew Borowick, Vice President for University Relations
 - **Wanted to check in to say hi as town and gown relations are very important for Seton Hall; focused on university and government relations; participate in some of the activities as well. Open up an additional avenue of dialog. Share a little bit of what is happening with the University. How we can strengthen the bond? Would love to meet more often and be more impactful?**
 - **Maybe a smaller meet and greet. Annual Christmas party in December. Get some dates.**
 - Community Day Wrap Up – Trustee Jones
- OLD BUSINESS 8:25 am
 - **Citizen Engagement**
 - a. Volunteer Management Status – Laura Fernandes, Resident Volunteer
 - **Need to catch up on what we can do in the future.**
 - **Launching the new website potentially in the new year**
 - **How we capture volunteer interest? Excel spreadsheet; date of interest, types of interest. Various committee heads; a lot of advertisement (SOMAC, Retail Board)**
 - **Action Item: Circle back to those committee contacts. Need to figure**

of where we have need. Revisit with each committee to see if we have volunteers.

- Maybe an eblast to the people

- b. Sizzle Reel Discussion/Village Website Images – Trustee Summer Jones
 - YouTube – Very limited on what is there.
 - Sally take over the project – Marketing item
- c. Kiosks and Municipal Grants – Status – Julie Doran
 - Transit Village Grant - November is the timeframe for hearing whether or not we are going to hear anything. Must partially fund it.
- d. Community Board – Next Steps – Steve Schnall
 - Meeting is cancelled for tonight. Involvement and Engagement had dropped off for a bit. Not terribly effective. Trustee Schnall sent an email to the member that were appointed. Concepts and execution of whether they would continue. Not a large grouping of these.

Ongoing/In Progress/Tabled (Citizen Engagement)

- South Orange Website – Julie Doran
 - Communication Plan
 - Special Events/Heritage Celebration events
 - Hola Fest – October 15th
 - Groundbreaking Ceremony – October 22nd
 - Veteran’s Day – November 11th
- **Strategic Partnerships**
 - a. Seton Hall University – Monica Burnette, VP of Student Services
 - Seton Hall Weekend - <https://www.shu.edu/weekend/schedule.cfm> (all are free)
 - Hola Fest - Great volunteers
 - Co-Sponsor Diwali Fest
 - Lunar New Year – Working with team to get this done; CCW
 - Christmas at the Hall – November 28th; Ribbon Cutting for University Center which will open that day as well.
 - Junior Pirates Club – 8th Grade Students or Younger. Membership is \$35
https://shupirates.com/sb_output.aspx?form=20
 - <https://shupirates.com/sports/womens-basketball/schedule/2022-23>
 - Group tickets for WBB home games are \$5 per person:
<https://setonhalltix.com/sports/2019/5/3/womens-basketball-group-tickets.aspx?path=wbball>
 - Widely promoting Hola Fest
 - Wed DEI related
 - Fridays to the Students
 - b. South Orange Downtown – Cat Fisher, Chair
 - Mural is beginning
 - Fashion Show
 - Halloween festival on the 30th
 - Small Business Saturday – Spiotta
 - Holiday Market
 - New Businesses – Larger promotion for parking in the new parking garage. Working with Mark Hartwyck. Fine tune between the attorneys. Signage is key

and pretty much done. Town Hall.

- **Replace the logo – See a logo, call it out!**

c. Community Care and Justice (CC&J) – Trustee Coalier

- Same place.
- Waiting to hear back

Ongoing/In Progress/Tabled (Strategic Partnership)

- Inventorying various contacts (need Trustee Lead)
- NEW BUSINESS 9:00 am
 - Inclusive Healthy Communities Community Coalition (Jespy) – **Scheduled to happen either November 10th, 14th and 16th. This will give us an update as to the status of what has happen.**
 - Communicating Ordinances Under Review – To Be Discussed
 - **Worthwhile in moving forward**
 - **Software Available**
 - **OpenGov**
 - **Email blast is only about events so will need to look at it and see if we can broaden the scope. The list has been growing. Event focused eblast.**
 - **Town wide news.**
 - **Great tactic**
 - Other items needed communications
 - New Residents Meet & Greets – **Will work with Julie to find funding.**
 - South Orange Commons – **Groundbreaking ceremony on our very first affordable housing. October 27th 4:30pm – 6:30pm**
 - Hola Fest – **4:45pm dignitary**
- NEXT MEETING DATE – November 9, 2022
- ADJOURNMENT - **9:04am**