



TOWNSHIP OF SOUTH ORANGE VILLAGE
Strategic Partnerships and Citizen Engagement

Virtual WebEx
South Orange, NJ 07079

December 8, 2021 8:00 am

MINUTES

1. CALL TO ORDER and ATTENDANCE 8:00 am
 - Trustee Zuckerman, Trustee Coalier, Trustee Jones, Cat Fischer (SOD), Monica Burnette (SHU), Laura Fernandes; Absent: Julie Doran
2. APPROVAL OF MINUTES 8:05 am
 - Minutes approved for posting
3. PUBLIC COMMENTS 8:07 am
 - No public comments
4. REPORTS 8:15 am
 - a. Website Changes - Julie Doran, absent
 - b. NPP Grant Status - Survey is circulating and need 150 responses by December 31, 2022.
 - c. Jespy House Survey - Met with Jespy to discuss how the town can help. The goal would be to get a list of committees, dates and times. Trustee Jones is working on this.
5. OLD BUSINESS Ongoing/In Progress 8:25 am
 - **Citizen Engagement**
 - a. Volunteer Form – Complete
 - **Strategic Partnerships**
 - a. Community Care and Justice (CC&J) –
 - i. Survey results were sent to the CPC on Thursday, December 9th. Tim O'Shay
 - ii. Social Justice Activation Curriculum – Activate social services from those around them.
 - iii. Department Budget Presentation

b. Seton Hall University –

- i. Connected with Sally on NPP Grant– 2 representatives – Russ Spriglia, resident and faculty, Student
- ii. Sponsoring events for Heritage months
- iii. Tracy Carroll – Additional programming for cross-promotion
- iv. Cross-promoting events
 1. DE&I – Specifically highlighted
 2. Donna asked to copy the group for communications purposes
- v. Early Spring 2022 – Pirates Gold will start up again – Grub Hub; Businesses that have Grub Hub.

c. South Orange Downtown

- i. Façade Improvement Program – All of the businesses will have new awning in the Village Plaza; paid for through reserves and beautification
 1. Trustee Zuckerman for awnings;
- ii. Mural is coming along – next to village plaza
- iii. Hometown Holidays this weekend
- iv. Holiday Market every Thursday
 1. Vendors discussed timing and 2p-8pm was too long
 2. Lunchtime traffic so 1pm has been good

6. NEW BUSINESS

8:45 am

- Italian Cultural Center discussions
 - Framework – Management structure to oversee this building; Administration
- Gaslight Ads – potential to bring back
 - This is happening; give priority and preference to our local business
 - Work with South Orange downtown
 - \$2,000 ad – Facilitate who rotates in/out of the businesses (South Orange Downtown)
- Sizzle Reel/Handout – Newcomers –
 - Monica – Great idea (new students, June and August)
 - Dual benefits for everyone – new, fairly new to the area
 - Laura – Content editing (volunteer her husband)
- Budget Review – Do we have anything?
- Provide opportunities for community members (Donna)

- Work together to bring community together by creating programs that facilitate town and gown
 - Campus Ministry Program – D.O.V.E.
 - Career mentorship - Students
- Social Media Certificate Program – Listing of staffing
 - Class that the does social media
 - Host a seminar to teach them how to social media
 - @wonderandco

7. NEXT MEETING DATE – January 12, 2022

8. ADJOURNMENT