



TOWNSHIP OF SOUTH ORANGE VILLAGE
Strategic Partnerships and Citizen Engagement

Virtual WebEx
South Orange, NJ 07079

January 12, 2022 8:00 am

Minutes

1. CALL TO ORDER and ATTENDANCE 8:01 am
2. APPROVAL OF MINUTES – Minutes approved
8:05 am
3. PUBLIC COMMENTS -No public comments 8:07 am
4. REPORTS 8:15 am
 - a. NPP Grant Status – Sally Unsworth - Money deposited; 700 responses which is more than any other NPP district. Using South Orange as a template on how to distribute a survey. Having public conversation. Student and Faculty rep. Focus group before the 15th of February. Stakeholder meeting about a week. Looking for property owners still. Façade repair stuff. February 15th, we need to submit a plan. Must be voting done by mid-March.
 - i. 90% was on deposit
 - ii. First 100 definitely were Seton Village but missing students (SHU). Also, met with Faculty representative. Monica offered to help with any focus groups.
 1. Muhammad from Car Wash.
 2. Laundromat -
 - b. Jespy House Survey
5. OLD BUSINESS 8:25 am
 - **Citizen Engagement**
 - a. Volunteer Management Status – Laura Fernandes, Resident Volunteer – February 6th Deadline.
 - b. Gaslight Status – Julie Doran, Deputy Administrator
 - i. Paid advertising

- ii. Mid-January in homes shortly. The production company was closed the first 2 weeks of the year.
 - iii. Hope is to generate \$4K. Half-page/full-page. Groups of people have already reached out. Adds to the cost of printing for the gaslight.
 - 1. CRC would like to have mix of organizations going being selected and what can be done. J. Doran mentioned she is going to see what comes in first and then make decisions or policies from there.
 - 2. SOMA Action – Create a graphic to post to that page.
 - 3. Social media post for this along with advertising.
- c. Sizzle Reel Discussion/Village Website Images – Trustee Jones
 - i. Example Video: Welcome to Newark video, <https://youtu.be/udg8il-UrZI>
 - ii. Photographer – Jeremy Moss is creating
 - iii. New Website – Right hand corner – Video/Images South Orange
 - 1. Waiting for website to get approved but needs to be priority.
 - a. CivicPlus will populate it but we need to make sure it is organized how we want it organized.
 - b. Each department heads would need to review their sections to make sure the information is complete.
 - 2. Next 6 months
 - iv. Ways to get clips of videos from potential homeowners.
- d. Kiosk Project – Trustee Zuckerman
 - i. Placemaking Grants for Main Street organizations – New Main Street NJ Grant opportunity. South Orange Downtown is stating that they have a list of items that they are working on.
 - ii. Ad-hoc committee for grants.
 - 1. NJDOT Transit oriented grant that opens in the summer

Ongoing/In Progress

- a. Community Board
- b. Communication Plan

• Strategic Partnerships

- a. Community Care and Justice (CC&J) – Trustee Coallier – Identify all of the existing partnerships and people within those organizations; Partnering with SHU to get families and students together.
- b. Seton Hall University – Monica Burnette, VP of Student Services

- i. Pirates Gold Update
- ii. M. Burnette reached out to other Big East Schools and found difficulties with Administration. What has worked for them is working through the Career Center. New Director at Career Center. He would like to work more with the town on partnership.
- iii. Campus ID Manager – Getting a more stringent timecard on availability.
 - 1. Grubhub – Local vendors
- iv. South Orange Community Holiday Party.
- v. Spring Semester begins January 19th. Remotely for the first 10 days. In person classes start on the 31st. Sunday the 16th is when students begin moving back in. Required to have a negative test.
- vi. MLK Symposium – Open to all. Virtual all-day symposium. Free and open to the public.
- vii. DEI Meeting – January 24th.
 - 1. January 23rd - Lunar Fest
 - 2. Heritage Festival
- c. South Orange Downtown – Cat Fischer, Chair
 - i. Calendar for the month
 - ii. Black History Month integration; making the Black History Month business focused.
 - iii. Placemaking Grant
 - iv. Mural Considered complete – Spring unveiling

6. NEW BUSINESS

8:45 am

- Special Events/Heritage Celebration events – Collaborating with other organizations to have some of these events done.
 - Black History Month (February)
 - Woman's History Month (March)
 - Asian/Pacific American Heritage (May)
 - Pride/Juneteenth (June)
- 2022 Goals and Projects Brainstorming
 - How to advertise better to citizen's that are not getting our person?
 - Potential Block Leader
 - Alerts – Postcards
 - Videos, Reels and TikTok reach more new people

- Advertising - Committee Openings
 - From Trustee Coalier - CCN&J/CPC – Sara Wakefield is an academic who has been working with a colleague at MSU who is working on a toolkit for gathering information.
 - Focus groups
 - Trustee Coalier will provide more information as we get it.

7. NEXT MEETING DATE – February 9, 2022

8. ADJOURNMENT - 9:08 AM