



October 19 - 20, 2012

Book of Proceedings

How Can Our Diverse Community Engage Creativity And Innovation To Ensure A Thriving Sustainable Morristown?

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PREFACE

PREFACE

SESSION #1: Bars Co-exist With Local Businesses and Neighborhoods

Initiator: Kevin Coughlin

Participants: Cory Baum, Leslie Bensley, Kevin Coughlin, Kadie Dempsey, Marty Epstein, Chad Leinawever*, Donna McNamara, Justin Monetti, Claudia Ocello, Frederique Turnier-Finley, David Walker (* Expressed interest)

Summary Highlights:

- Museum at the Pub
- Bar owners should be more responsible members of the community
- Earlier closing time
- Rewards for responsible bar owners
- Spread out licenses geographically: so instead of everybody on South Street, zone some bars on Speedwell Avenue
- Venue for Alternative Activities to give people other things to do. Possibly use Vail Mansion with a wine bar. Post Office? Hyatt Ballroom? WHO WILL DO THIS?
- Focus on Artisanal Beer Brewing
- Town Council should be more involved with problems caused by bars and patrons
- Bar owners should sponsor alternative events for their “20 something” patrons either at their bars or at other venues around town, like The Green
- Charge a fee on bar owners for these alternative events and positive community events. Like the Park Avenue Club in Florham Park where part of their proceeds go to nonprofits. Bars could support nonprofits working to create a healthy community
- Find a way to engage bar owners in Creative Community Activities: Like Museums and Bars collaborating. Have Museums come to lead art trivia. Have the Park Ranger come and talk and do some activities
- Lack of Leadership of Morristown Partnership is a concern
- Is the community to be held hostage by bar owners
- Limit bar hours
- Train bartenders on how to deal with drunken patrons and come up with a city wide protocol
- Find out about other towns that are successful. Town models. i.e., Brooklyn
- If a bar wants to stay open until 2:00 am they have to include creative activities
- Fluffy, the movie ticket taker, has become a city cult hero icon, and people follow him to bars. Hire Fluffy for positive things

What needs to happen next?

- Meet with bar owners
- Meet with Town Council. Is ABC willing to meet?
- Create a coalition of Arts Council, Morristown Partnership, and Sustainability Office. Others?
- Write a letter from everyone engaged in Creative Morristown to Council and attend a town meeting to discuss creative solutions in a positive manner
- Hold a summit with community members, bar owners, Mayor, Morristown Partnership, police, and Town Council

SESSION #2: Cross Pollination of Student Passions and Community Needs

Initiator: Mark Gutkowski and John Madden

Participants: Nancy Bangiola*, Beatriz Bueno, Emily Calicchio, Mary Donohoe, Kara Douma, Clementina Gardner, Julia Gibson, Simon Kawitzky, Amy Koritz, Chad Leinaweaver, Debbie McComber, Kerry Mowry*, Linda Murphy, Christina Ocampo, Alaina Renson, Maria Restrepo, Allison Sebiri-Wright, Lynn Siebert*, Daniel Sroka (* Expressed interest)

Summary Highlights:

- What are the community needs?
- What can be done beyond parents?
- If student interest doesn't fall in line what can be done?
- Peer leaders in mentorship roles
- Communication between schools and community
- Collaborative planning of youth groups
- School and community hit different things
- Awareness of resources available
- Festival on the green, missing program connections
- Access to Library resources
- Need a centerpiece to keep collaboration going
- Identify student passions and find a road to meet the needs of an organization
- School as center rather than a trickle in
- ISSUE – Barriers to partnering with schools
- Integration with classroom teachers
- Classroom community ties
- Student ownership. Kids bring something to the table
- Create an environment and opportunity for these connections
- Do we need to restructure time in schools to privileged process?
- SOL LEWITT PROJECT AS MODEL
- Chunking responsibilities and rotation of responsibilities
- How we collaborate
- Start with project rather than end with project
- Project as source of learning
- Cohorts of teachers talking about students
- 5 learning outcomes
- Community needs vs. Community participation
- Students need to be treated as assets in the community
- Activity: Students form businesses with mentors from the community
- Ways to connect with others in the community
- Connect to experts in the community
- How do we get them into schools?
- Mentoring
- Need to foster a symbiotic relationship between school and communities
- What connections can we make
- Corporate connection to demonstrate value of work

- How to get a better perspective of youth programs and how to leverage them in the schools?
- Language of learning beyond math, etc.
- What are we really learning?
- A way of thinking, vehicle towards a larger goal
- Rebalance concentration of sports with academics
- What if a student were to run for town council? No, seriously
- Need more adult involvement: teachers, community, experts. Mentors
- Ways of intervening that connect with all stakeholders
- Need to identify all of the different stakeholders in the community and also identify how best to reach them

What needs to happen next?

Really, one conclusion was supported by all of the ideas below:

A group needs to be created with a leader who is invested and has the time and space (maybe it is even a paid position) to foster and develop a deeper connection between the community and the Morris School District. This group needs shared benchmarks that are measurable and membership must include high-profile / high-stakes people from the community who might coordinate and fund the measures of the group.

IDEAS AND SUPPORT FOR THIS CONCLUSION / THINGS TO KEEP IN MIND AS WE PROGRESS:

- Create a community night at the high school. Invite churches, community house, youth programming. This is a true community night for businesses and others to see not only what is happening but also how they might connect with the school
- Extend project based learning across all levels
- Colleges are underutilized resources in the discussing and need inclusion. Partner with organizations and corporations to fund it
- THIS IS IMPORTANT, MAYBE #1: plan to bring everyone back together. Liaisons represent a community stakeholder group. Students need to be a part of this group. Also, need a process to bring this back
- Stakeholder group needs structure and benchmarks in order to succeed. The shared benchmarks will be the major difficulty
- Art walks, place to see Sol LeWitt, coffeehouse, story and engagement in the community
- A FIRST BENCHMARK / GOAL: Morristown students are going to be the most engaged in the nation. What can you bring to businesses?
- We are creating a moment in history between the kids and community. This needs to be understood

- How can we teach the bigger stuff like skills of perseverance and confidence?
- What do our group and community stand for / represent?
- What does our group look like?
- How do we ensure that this is not an enrichment program for those who already engage in enrichment programs? Need to be inclusive
- Literacy night for parents and bilingual parents – lend books to parents
- Break down the stereotypes of schools for parents
- Go to families
- Take the message to the place where the target population is
- Deliver the message in a way that doesn't bring judgment

NEED COMPETENCY BASED ASSESSMENTS THAT HAVE A MEASURABLE IMPACT

OUR GROUP NEEDS AN INFRASTRUCTURE AND A SHARED AGENDA, AND WE NEED EXPERTS (like community stakeholders and educational researchers) TO BOLSTER THAT AGENDA

IDEA: CLOSING THE ACHIEVEMENT GAP THROUGH ENGAGEMENT

SESSION #3: Define Engage

Initiator: Royce Wintz

Participants: Arik Cotten, Charles Lamb, Susan O'Donnell, Royce Wintz

Summary Highlights:

- How do we include school / college talent in engagements in town
- Look for diverse talent to be inclusive
- How do we honor local history but at the same time bring in current talent
- Confused as to what is the hub in order to book acts
- How do we not exclude and stay open to hearing / seeing new things in the arts

What needs to happen next?

- Be open to hearing and seeing the diversity
- Honor local values
- Set up a new committee that covers diversity and arts
- Identify diverse stakeholders in the community who can help identify talent to present to the community
- Identify different venues in different parts of the community

SESSION #4: Regional Impact on Morristown Sustainability / Traffic

Initiator: Linda Murphy

Participants: Cory Baum, Simon Kawitcky, Myon Mccready, Linda Murphy, Susan O'donnell, Lynn Siebert, Neill Tolboom

Summary Highlights:

All agreed there needs to be a more proactive and strategic perspective on regional issues.

What does it take to have communities work together? Politics and personalities can get in the way. Municipal planning is done largely within jurisdictional boundaries, there is little incentive to think beyond borders (roads cross borders, but towns are parochial). We need to get people to the planning table 'before, not after' major development decisions are made.

Land use decisions drive traffic, examples: Hanover Ave corridor, Route 24 / 124 corridors. This involves Florham Park, Madison, Morris Township, Morristown, and Hanover Township.

Local master plans, local zoning, and local boards of planning / adjustment operate independently and in isolation from neighbors, county planning, the North Jersey Transportation Planning Authority (NJTPA = 13 counties) and the state. There is no responsibility, accountability or authority at any level to ensure regional planning and perspective.

What needs to happen next?

This is a fundamentally broken process. Communities must undertake voluntary collaboration in the absence of enforced regional planning. Members of the public can be a force, demanding that this take place (citizen action). The NJTPA has access to funds. Potential solutions include more light rail, bus rapid transit (BRT) systems, biking trails (protected from vehicle traffic), and walking corridors.

Public outreach may include: events, e-mail lists, media communications, website postings, etc. Let's all be proactive and strategic in addressing this need for our community!

SESSION #5: How Can Morristown Celebrate Creativity & Innovation Week [April 15, 2013 –April 22, 2013]

Initiator: Tom McMillian

Participants: Beatriz Bueno, Mark Gutkowski*, Wendy Liscow, John Madden*, Tom McMillian, Kerry Mowry*, Lesley Parness, Tom Werder* (* Expressed interest)

Summary Highlights:

Background – “World Creativity & Innovation Week” started in the year 2000 and over the last 12 years has been celebrated in over 50 countries by schools, businesses, and communities. This special week is ushered in every year celebrating Leonardo da Vinci’s birthday on April 15th. There is a global website, Facebook page, and LinkedIn group where folks who are planning Creativity & Innovation events share their plans, ask questions, and get support. Plus, after their events they share best practices.

To support the idea of how ‘Our community can engage Creativity and Innovation to ensure a thriving sustainable Morristown’, World Creativity & Innovation Week is a wonderful **platform**. One idea was to have a workshop on Saturday April 20th for between 50 to 100 people. At this event, there would be fun interactive sessions in how to better work together innovatively. Plus, other sessions that would kindle individual creativity. These experiential sessions could include learning how to draw a face, tell a great story, or play a musical instrument (e.g. ukulele).

Plus, during Creativity & Innovation Week, Morristown would support impromptu gatherings on The Green where participants would be invited to participate in a drumming circle or create and fly paper airplanes. Additionally, schools could be encouraged to celebrate creativity in their own ways.

What needs to happen next?

Creative Morristown needs to decide to support celebrating World Creativity & Innovation Week. If yes, a team of volunteers need to be put together, space saved, activities planned & a website created.

SESSION #6: How Do You Assist Families on The Brink of Crisis?

Initiator: Yvette Long

Participants: Arik Cotten, Charles Lamb, Chad Leinaweaver*, Yvette Long, Kerry Mowry, Laura B. Nash, David Sonazik (* Expressed interest)

Summary Highlights:

The changes in the socio-economic profile of Morristown and how these have impacted families that have lived in the area for sometimes generations, but who may no longer be able to afford to remain in their home town.

We addressed the organizations that currently exist and the need for additional services and the need for improvement of those that are in existence.

We discussed the following ideas as ways to address families in or who may be headed towards crisis. Some of these services currently exist and need enhancement and others are original ideas created by the group. As listed on our sheet:

- Family Success centers
- Interfaith Coalition
- Life Support Center / Plug-Inn Centers (available 24 / 7)
- Preventative Health Care Services
- One Stop Success Centers which can be government
- One Stop success Centers which are privately owned
- A Hospitality Center which can be a first stop for individuals seeking services

What needs to happen next?

- As a first step, it may be important to bring these ideas and recommendations to existing organizations that are already equipped with the tools to assist families
- Secondly, look at how they currently address their population and discuss recommendations on enhancement or complete redesign of their current method
- From our discussion it was determined that a church coalition has already been formed and may be contacted to see how they implement some of these ideas

SESSION #7: Should There Be a Morristown (Area) Arts Commission as Part of Town Government?

Initiator: Tom Werder

Participants: Clementine Gardner, Myra McCready, Lynn Siebert, Tom Werder

Summary Highlights:

- Agreed that having an Arts commission would be beneficial to the arts community
- Could be a liaison, the authority, to shepherd arts and creative projects through government red-tape
- Should we have a joint commission with Morris Township? The group did not think this was a good idea (politics, etc.) Thought it better to start in Morristown and the Township could be brought in later

What needs to happen next?

- Explore the process of what would be necessary to create a commission
- Research: are there other "arts commissions" in other NJ communities?
- Check out citizens.org
- Discuss with the Mayor and first lady of Morristown

SESSION #8: Physical Space for Community Engagement in Morristown

Initiator: Kadie Dempsey

Participants: Stephen Aluotto, Cory Baum, Emily Caliccho, Kadie Dempsey, Mary Epstein, Julia R. Gibson, Mark Gutkowski*, Brian Kievning*, Chad Leinaweaver, Maria Lupo, John Madden*, Tom McMillan, Kerry Mowry*, Marcy Needle*, Claudia Ocello, Maria Restrepo*, Lynn Siebert*, Dan Sroka, Tom Werder* (* Expressed interest)

Summary Highlights:

- How would Morristown benefit from a physical space / place where community members could gather to create, inspire, and engage?
- Spaces already exist – Library, Museums, Pioneer Park, Washington Park
Morristown lacks open spaces, though
- What makes a friendly, usable space?
 - Physically safe
 - Large space for diverse physical activities
 - Like-minded people
 - No legal barriers for use
 - Diversity of people
- But the space needs to be managed
- Needs to be a designated space for community gathering
- Discussion of enclosed versus open space – better enclosed because of weather issues
- Ideas for spaces to use: Vail Mansion, Post Office
- Funding – have bars, businesses buy into this
- There are many underutilized spaces all over town – do this as a rotating space
- Issues of insurance and zoning
- This is a great place for meet-up groups to get together
- Could be an arts-technology hub, or an entrepreneurial greenhouse – grants were written for this type of space but unfortunately didn't get them – need more buy-in from others (like businesses) in town to show funders
- Other libraries in other parts of country are trying to do things like have tech and computer programs that people want, so they use the library as a place for business
- What could the space be used for?
 - Start-up / workshops for small groups
 - High School students showcase work
 - “New” neutral space because the community is divided – geographically, culturally, etc. – this would give people a sense of ownership
 - Party space
 - Art shows
 - Community awareness
 - Performance arts show space and practice space
 - Neighborhood meeting association space
 - Hang out space for 40+ crowd – programming

- Dialogue space for controversial issues
- Independent films shown
- Use spaces we already have? Re-use of post office?
- Would be great to have it be cross-pollination place for different sectors of the community
- Food trucks come and go there
- Better to have a “new” space than use existing one because existing ones have baggage attached to them
- Becomes a host-nucleus for other places
- Temporary office space for entrepreneurs
- Cooperative space for enterprise – place for working and café
- Like a scouting place – where new businesses get matched up with entrepreneurs – think like baseball scouting – they go to place
- But need space to be “permanent” so that landlord doesn’t rent it out and then people have to move
- Where can we get \$ for space? – grants for “Creative Placemaking”; maybe approach Honeywell for sponsorship?
- But in the meantime – need to do something, somewhere – establish pilot programs
- We need people in the community to step up – have to empower and enable the community
- Models to look at: Science Park, Newark; Torpedo Factory, VA; Community Development Council in VA/DC
- Big issue too is who will manage space/provide oversight
 - Need to create a non-profit and have rotating spaces
 - Put together people who have spaces with people who want to manage events
- **Need to get input from community – what does the community want this space to be?
- Need Mission / Case Statement

What needs to happen next?

The following people will get together at NK Architects office to clarify mission and case statement:

Stephen Aluotto, Cory Baum, Kadie Dempsey, Mary Epstein, Julia R. Gibson, Chad Leinaweaver, Tom McMillian

SESSION #9: How Do We Bring Together Our Diverse Community? How Do We Energize This to Support and Help Our Children?

Initiator: Nancy Bangiola and Mary Donohoe

Participants: Nancy Bangiola*, Beatriz Bueno*, Gina Cangialosi, Kara Douma, Clementina Gardner, Mark Gotkowsky*, Debbie Gottsleben, Brian Kievning, Amy Koritz, Charles Lamb, Chad Leinaweaver*, Donna McNamara, Justin Monetti, Kerry Mowry*, Christina Ocampo, Lesley Parness, Alaina Renson, Maria D. Restrepo, Frederique Turnier-Finley, David Walker, Royce Wintz
(* Expressed interest)

Summary Highlights:

- What are the barriers to help come together? Identify these barriers so they are not recreated. Also look at these barriers as ways that could energize the community:
 - Physical (Headquarters Plaza, Railroad, and 287)
 - Transportation
 - Communication
 - Housing barriers
 - Language

- What are some solutions?
 - Additional common gathering space
 - Incorporate green space in developments
 - Provide public transportation to spaces
 - Translate materials
 - Expand cross-cultural activities:
 - (a) Cooking and sharing this food with others to celebrate various cultures (The taste of culture held at the Neighborhood House);
 - (b) Ethnically flavored community garden;
 - (c) Cross-cultural film festival;
 - (d) Fork in the road (close down area, put out long tables with food and dancing);
 - (e) Display artwork in public spaces;
 - (f) Activities should be fun;
 - (g) Revitalize a welcome wagon.

 - Invite community to MHS track in the evening
 - Make the "barriers" into conduits (connections between spaces)
 - Leverage MHS as a cross-cultural space (MHS community night / what if MHS students held an open space meeting?)
 - Activities that present no cost:

- (a) Arts Council held a Pumpkin Illumination night where pumpkins were lit by the Reflecting Pool at Vail Mansion;
- (b) Artwork displayed in a public area;
- (c) Tenants and community members are brought together to address the physical barrier;
- (d) Ongoing collaboration between the Arts and Park councils;
- (e) Farmers market brought into the mall area;
- (f) Revisit the SDAT Morristown (Sustainable Design Assessment Team).

- How do we get the word out?
 - Face Book (email, websites, and other electronic communication)
 - Send out the same message from various organizations and in multiple languages
 - Form a public center that intersects at the school district
 - Shared newsletter as a common source
 - Physical communication on community boards (posting at the train stations and stores)
 - Network via word of mouth to bring various people together. A friend invites you, next time you invite a friend, and eventually the group is large and everyone feels connected

What needs to happen next?

- Decide upon select actionable items (solutions) to address this issue
- Coordinate the response to get the word out

SESSION #10: Local Political System

Initiator: Neill Tolboom

Participants: Paul Miller, Linda Murphy, Tom Murphy, Sonya Romain, Royce Wintz

Summary Highlights:

- Everything operates within a political system
- To effectuate change we must understand the system, engage the system either by voting and / or attending meetings, organizing
- There is a local level of apathy
- Mistrust and mismanagement exists at the local political level
- Money, power, border, and fear issue get in the way

What needs to happen next?

- Simplify government
- Improve local government civics education
- Stay informed
- People need to understand the current system so they can get their ideas approved
- Accept the system for what it is and work accordingly

SESSION #11: Is There a Creative Way to Engage Young Men Walking the Streets of Morristown, Those Who Seem Disengaged?

Initiator: Yvette Long

Participants: Arik Cotten, Mary Donohoe, Brian Kievning, Tom McMillian, Donna McNamara, Kerry Mowry, Sonya Ramian, Neill Tolboom

Summary Highlights:

- We need to be examples of a better way and to show them benefits of another way
- We may need to encourage them to try something new
- Sometimes being exposed to a broad array of opportunities and options may lead to a spark in their curiosity
- Provide lots of personal choice
- Exposure outside of the environment and immediate community
- Provide a connection between education and a career or their interest

Some ideas for engagement:

- YMCA
- Neighborhood House
- Boy Scouts
- Teen Pride
- Life Support System
- Morris Community School

What needs to happen next?

- Having more variety in the selection of options open to these young men
- Engaging existing organizations to provide more options to the programming
- Encourage and support more non-profits who are offering innovative ideas, and or creative programs

SESSION #12: Streetscapes

Initiator: Steve Aluotto

Participants: Phil Abramson, Steve Aluotto, Stefan Armington, Gina Cangialosi, Robert Carr, Alisa Goren, Susan Kawitzky, Brian Kievning, Myra McCready, Gina Moran, Kerry Mowry, Marcy Needle, Jeff Palm, Leslie Parness, Barbara Reuther, Lynn Siebert, Tom Werder

Summary Highlights:

- Streetscapes: Enable
 - Awareness
 - Access
 - Spontaneity

- Connections – “Places”
- Patches of Green
- Unexpected Happenings
- Places for people to congregate
- Plan for it
- People want it
- Tell government we want it
- Nothing in place to manage open spaces
- How do we change that?
- Planning board needs more input
- Some folks don’t want traffic – some do
- How to overcome concerns?
- What does the community want?
- How do we get public input?
- Should there be a section of planning department dedicated to open space?
- Forum and mechanisms
- Artwork where fencing is
- Create friends of park?
- Collaborative host / fund / enable park
- Kinetic forum
- 5013c set up to bring together commerce / community
- Progressive town in COUNTY that is different
- Policies are general for county
- Create presentation that shows what other urban centers do Calgary – art in public spaces
- Stimulating environment for residents and visitors
- Public private partnerships
- Gathering spots
- Maintenance – incentive zoning
- Bryant Park – programming work together with commerce – Central Park Conservancy
- Put art in unexpected places
- Busts of Washington like cow project

- Where you put artwork – streets could have space for art installations, municipal parking lots / music – art as a wayfinding system
- Speedwell – Martin Luther King different pods – reimagine
- Historically based on cultures
- Vail mansion area
- Community triangle on Sussex and Cutler
- Events and programming as placemaking
- Citizen groups taking initiative
- Public art
- Districts – neighborhoods – equity, interest, cultural
- Should we have an arts commission or cultural office?
- Developers need to make money – where is balance?
- Short term – when you have an empty space put something in it – small steps
- Early street garden an example year by year
- Neighborhood Program Neighborhood Identity
- Visual library of concrete ideas
- How to engage community?
- Send in pictures and examples
- Crowd sourced precedent and places that need help library
- What resources already exist in Morristown
- The Seeing Eye – corporate and historical assets
- Biking culture – yoga – grow it green
- Nodes of special Activity? Where's the FUN?
- Bring groups together – collaboration!
- How do you reach people on a continual basis?
- Farmers market – formal community forums – surveys – need to engage Morris County / yahoo site
- Tap into equity with hospital
- Arts in healthcare, look at the theater space at the hospital
- How to integrate the hospital? They have a clinic in town hall, what about a storefront?
- Engagement management of hospital
- Hospital women's association has TV channels to use
- Hospital has a Green Team
- How can we get more hospital employees into the downtown to bring more economic vitality?
- Live where you work program?
- State is willing to subsidize people to live where they work
- Integrate health program
- Shuttle – how to integrate it into larger mobility network?
- 311 – how to allow people
- Mike Rogers – neighborhood program – town to incentivize
- Office of Sustainability – reengage on neighborhood organizations / associations
- Integrate council liaison into neighborhood group framework
- Need a place to submit ideas and comments
- Council person – citizen liaison – office of community engagement
- Build thought leadership
- Re-imagining North Adams – example from Barbara Reuther

- Kerry – FLA, Chicago – emphasis on government – more influence on neighborhood groups taking responsibility
- Need asset map first, engage those who exist
- How do you move from group meeting to real action?
- Start small – find a success – do one simple project, tangible
- Focus on “Washington Park” as a project
- Humanizing existing open space
- Plaza outside HQ Plaza – could put up blank easels that people paint on
- We need quick, highly visible ‘wins’
- “It’s not a project unless it can be scheduled”- that’s the litmus test
- Boundaries – small – doable – viral
- Next steps on engaging the community – send images to a website? Crowd sourced photo gallery?
- Ashville – drumming circle – art – small sculptures – surprise people – small steps to do more
- Piano in the park (plaza) – urban dinner – publicize
- Dance lessons
- Vail Mansion is supposed to be a public space
- Walk-in art studio – now Café on Green – Kickstarter campaign
- Bike & Walk Morristown – picnic art – grow it green – calendar of monthly events?
- Hula hooping / yahoo / no central website

(DIDN’T FINISH)

Main Categories of Comments:

- Questions & Issues to be answered or resolved
- Specific ideas and projects
- Goals and Objectives
- Strategies & Tools for getting there

SESSION #13: How Do We Engage the Youth in The Morristown Community?

Initiator: Alaina Renson

Participants: Beatriz Bueno, Debbie Gottsleben, Mark Gutkowski, Brian Kievning*, John Madden, Deborah McComber*, Gina Moran, Kerry Mowry, Christina Ocampo, Susan O'Donnell*, Maria Restrepo, Barbara Reuther (* Expressed interest)

Summary Highlights:

- Need to think of moving events outside of the high school; find a safe space that keeps students engaged and allows them to take ownership; some place that is student-centered with variety of uses for space (performances, art projects, gymnasium, movie)
 - Utilize existing space such as The Neighborhood House, empty store fronts, college campuses
 - Needs to be affordable and accessible for students
 - Good example of youth ownership = skate park
 - Re-imagine space (utilize “wasted space”)
 - Utilize empty store fronts to create visibility and visual interest in space
- Respect youth as an asset
 - Incorporate their feedback in events and space
 - a) Open-space convening with youth as participants
 - b) Survey monkey
 - c) Facebook
- Increase awareness of existing programs (i.e. STARS program, “Mentoring and Tutoring” at Neighborhood House)
 - Facebook page
 - E-blast through the high school
 - Week-End Update (1x per week)
- Partnership with area businesses
 - Sponsor events
 - Space utilization
 - Internship/practicum experiences
- Possible ideas of events:
 - Travelling coffee shop
 - Rock and Ride – bike ride to various concerts in parks
 - 5K races – Tough Mudder, Zombie Run, Color Run
 - Utilize timing of Tuesday night movies – Optimum card
 - Java and Justice (gather at coffee houses to discuss important topics)

- Youth Shuttle – encourage youth to venture to area events (“shrink the space”)
- Create a culture that supports “pop-up events”

What needs to happen next?

- Increase communication from community to youth and vice versa (e-blast at high school, Facebook page, Twitter and / or text)
- Talk to business owners to create buy-in for event communication, event participation, sharing of space, sharing of resources, internship opportunities
- Do a Needs Assessment to see what the students want (survey monkey, open-space event)
- ***Investigate the internship / practicum / project idea with businesses to be involved with students – way to find student passion

SESSION #14: Green Development Program

Initiator: Stefan Armington

Participants: Kim Hurdman, Paul Miller, Kerry Mowry*, Marcy R. Needle, Jeff Perlman, Sonya Ramian, Lynn Siebert, David Smazik (* Expressed interest)

Summary Highlights:

There is a desire to develop a Town program that will ensure that public infrastructure projects incorporate green development elements, and develop a public program that provides the following incentives for private developers to incorporate green infrastructure into new construction and improvements.

- Tax structure abatement
- Tax exempt improvements (solar, green roof, etc.)
- Expedited planning and construction reviews and approvals
- Special Improvement District Green loan fund for green upgrades
- List of green improvements that would qualify for administrative approvals

What needs to happen next?

- Develop Sustainability element of Master Plan that includes goals and objectives supporting green infrastructure
- Develop a corresponding green development checklist for planning board approvals (variances), with clear nexus between variances and green development elements
- Conduct a Greenhouse Gas Inventory (NJTPA can assist with this)
- Conduct a Best Practices evaluation of public infrastructure and systems
- Highlight existing projects as success stories with metrics

SESSION #15: How Can We Use Vacant Store Fronts for Arts Exhibits – Performance Spaces?

Initiator: Royce Wintz

Participants: Phil Abramson, Stefan Armington, Gina Cangialosi, Anne Dodd, Simon Kawitzky, John Madden*, Kerry Mowry*, Claudia Ocello*, Lynn Siebert*, Frederique Turnier-Finley (* Expressed interest)

Summary Highlights:

- Can we re-purpose vacant spaces?
- Work with Partnership to determine interest
- Start with visual art – paintings, sculpture, jewelry, photography and either post on windows or bring easels / display stands
- Use all storefronts that are vacant on Morris, Speedwell and Washington
- Down the road, work with an owner to determine interest in a 30 day lease to present performance art
- Morristown planners are looking for pop-up space in town that would be donated
- Inform of art installations through Council / Tourism
- Hoboken is doing something like this
- For land owners / realtors, will get others to see inside the property and may then be interested in leasing
- Develop a map with locations like a treasure hunt. Also advertise where the art can be purchased
- Liability issues?
- Helps to promote artist
- Put idea out to commercial brokers for assistance
- Reach out to Simon Gallery / schools for art work

What needs to happen next?

- Connect with Partnership to put the idea out to property owners. Tell owners that all others are involved
- Interest Tourism and Arts Council
- Call it a Moving Art Exhibit
- Encourage crossing barriers
- Use empty space near Pazzo Pazzo (underwritten by hotel?)
- Contact Tourism Bureau and Arts Council to promote and choose artists
- Contact commercial brokers / town planner
- Weekend use at HQ? Contact tenant association, then property manager

SESSION #16: How Do We Rebuild Morristown as Cultural and Innovation Destination / Should There Be an Ongoing Conversation with Arts / Business / Tech Sectors?

Initiator: Kerry Mowry and Tom Werder

Participants: Leslie Bensley, Minke Boon, Beatriz Bueno, Robert Carr, Arik Cotten, Wendy Liscow, Yvette Long, Debbie McComber, Kerry Mowry, Dan Sroka, Tom Werder

Summary Highlights:

- Plenty of Heritage, Dearth of Cultural destinations
- Savannah School of Design
- Savannah now Cultural destination – art school, museum
- Snowballed
- Need to develop more “product” to make us more of a cultural destination (art, music, culture festivals)
- Cultural Trust, need to look at inventory
- Open all the time – doing things
- To see what you need to build assets
- Need to coordinate between venues – draw from NYC assets
- If you build it, they will come
- Advantage of a more intimate experience
- Inventory Gap – work to fill gap, Universities?
- What’s missing, what needs to be tweaked – how to market?
- How to appeal to youth
- Heritage Tourism assessment was done
- Accessibility is key – when open? Hours? Important
- Infrastructure
- Funding
- Marketing
- Areas of opportunity
- Cultural Assessment
- Have time measure what matters – there is no one charged with this for Morristown (Cultural Commission?)
- Could be a council on the Humanities for Morristown
- Need to merge Culture / History
- There was an independent 3rd party to do survey (Leslie)
- If we did this it could be an opportunity to create dialogue
- Colleges, Universities could sample Gap – interest Opportunities
- Provide opportunities for youth
- Universities Cross collaboration
- Morris Area to include other intuitions
- Destination Marketing involves proximity beyond geographic and political boundaries
- Morristown & Township share library, schools if we want to more of a destination, we need to be a bit broader

Innovation:

- Try to be inclusive with businesses, non-profits, etc. in survey, creation initiatives
- Cultural Center – like Judith Wharton, Berkley Heights, It's missing and would be draw
- What about Vail Mansion owned by town
- Programs for all ages / diverse / naturally occurring cultural destination coming from organic roots
- Place to nurture / promote
- What is an innovation Center – Kean University, Innovation Space?
- Can come and use the space – an incubator space – Tools for creativity
- “Hacker” space
- Could we have space Vail Mansion?
- Mixed use – studio space – teach classes
- “Vail Space” Building has to remain accessible
- Great history of innovation with AT&T Historic Speedwell – Vail
- Need Central Space for small business to rent space & sell product
- Like Faneuil Hall-Space North Hampton Rochester Village 8 (Dan Sroka)
- Creative Placemaking
- Innovative Mall
- Performing Arts Space Cross barriers, multi-use, all kinds of creativity, could these activities co-exist?
- Galleries
- Want to build out communities
- Faust – Toronto Space – Mask maker, dress maker
- Boonton Packard Building, mixed use different rates for different functions

What needs to happen next?

1. Cultural Assessment

2. Innovation Assessment

- Bring Stakeholders together
- Discuss Reception Space
- Discuss Community Asset Space
- Bring Community together

3. Talk to Vail Redevelopment agency / Condo Agency to find out legal situation

- Who are stakeholders – Stakeholder Analyses?
- Condo – Impact Mayo Center – neighbors – St. Peters – Library
- Board of Directors on Vail Rehabilitation
- Alison would be willing to be involved but need other Council people Rebecca
- Idea is more than “Vail centric”
- Speedwell Village
- Vail could be museum
- Research other groups to see how they got started
- Creative Adaptive Reuse!!!!

SESSION #17: How Can We Encourage a Diverse Range of Small Business and Cultural Organizations? (“No More Banks”)

Initiator: Daniel Sroka

Participants: Kadie Dempsey, Marty Epstein, Julia Gibson, Kim Hurdman, Chad Leinaweaur, Debbie McComber, Kerry Mowry*, Linda Murphy, Claudia Ocello, Jeff Perlman, Lynn Siebert*, Daniel Sroka, David Walker, Tom Werder* (* Expressed interest)

Summary Highlights:

How do we encourage diversity in the types of businesses that serve our community?

Morristown is growing in activity but we seem to only get wave after wave of identical businesses: a wave of banks, followed by one of bars, followed by frozen yogurt shops.

We need a wide range of businesses, from big to small, to maintain a diverse, thriving, vital community.

One problem is the attitude of landlords – no longer family-owned; they live far away with property managers as contacts

- Much property owned by people not vested in the community
- Landlords willing to wait out to maximize rent – so they can’t refuse offers from banks

Speedwell is the exception – dynamic, diverse – serves its own community, gateway for new small business

- But what happened to black businesses that used to be there?
- How does a plan support minority-owned businesses?

Can redevelopment mandate a percentage of retail space be reserved for small business? No, not thru Morristown.

What about convincing landlords to provide a graduated rental policy – invest in having long term tenants by starting them with lower rent and charge more as business succeeds and grows

How to match high rent value to planned use for the good of the community? How do we work with landlords and the town?

Can a group develop a “Marketplace”, a central building with a large hub of booths for start-ups / small businesses?

What needs to happen next?

One approach would be to establish an organization whose mission is to encourage a diversity of retail businesses to Morristown. Eventual goal would be to acquire a building that could be turned into a Marketplace, subdivided into small booths that would be rented to small businesses and craft people.

- Would need to create a viable business model, find potential “angel investors”
- One idea was to create a community development company: encourage individual members of the community to invest (small to large investments) in the creation of a city they want to live in. e.g. There is a new NYC group called Small Knot which facilitates a way for local citizens to invest in local businesses
- Look into new market development tax credit – federal

Work with the town – they are currently meeting with property owners to try to work towards a more diverse community plan. Identify your allies and engage – talk to all the current parties and determine who will work with you. Would need to get together and meet again after this forum breaks up to move forward.

SESSION #18: Improving Recognition and Use of Current Cultural Resources in Morristown

Initiator: Justin Monetti

Participants: Justin Monetti, Kerry Mowry*, Lesley Parness, Lynn Siebert (* Expressed interest)

Summary Highlights:

- There is a need to cross market between sites and networked groups that have similar focuses or missions. Identification and connection to new or unknown groups is key
- Using printed media between these sites as a network tool
- Reducing competition and instead creating a larger networked visitor experience
- Having access to a master calendar for potential visitors
- Making a connection between non-profit and corporate entities for collaborative event planning and marketing
- Digital marketing including local kiosks and use of other technologies at individual sites
- Use of schools and existing institutions to reach new audiences
- Attempting press events
- Billboards
- Movie preview ads for local experiences
- Intern at the Morris County Alliance for Tourism

What needs to happen next?

- Connection of groups with similar and supporting missions to establish marketing initiatives

SESSION #19: How Should the Churches Be Involved in the Community?

Initiator: Clementina Gardner

Participants: Clementina Gardner, Deborah McComber, Neill Tolboom

Summary Highlights:

- Churches provide many community services, but don't, can't get support from the government
- Use the churches as forums
- They are a resource
- Churches bring in outside resources. Most people have no idea what services the churches offer. They are often asked to help, but are pushed away if they ask for assistance, particularly from the govt. The ever present threat of the division between state and religion
- Examples of the services that the churches offer: Pathways to Work, Homeless, Hospitality Link, Soup kitchens, Literacy Volunteer facilities and classes. Does the community at large know of this?
- Need to tell the story (for example: the role that the churches played in the teen suicide that took place in the High School). The churches were called in by the government
- Many organizations are afraid to support church sponsored programs, and yet the churches continue to provide many of these programs anyway (with no outside financial support). The church facilities are basically filled, during the week with outside organizations
- The central issue here is the fact that the government is afraid to cooperate fully with the churches, because of the constitutional doctrine of division of church and state. So, there is a need for dialogue between the churches and the government to make cooperation between the two

What needs to happen next?

SESSION #20: Communication of Right Resources at Right Time to Right People

Initiator: Kerry Mowry

Participants: Robert Carr, Chad Leinaweaver, Tom McMillian, Paul Miller, Justin Monetti, Marcy Needle, Claudia Ocello, Lynn Siebert, Dan Sroka, Tom Werder

Summary Highlights:

- Need for communication, process, collaboration, inclusion and respect to sustainability of resources
- Key question – who are our experts, connectors and helpers to meet the needs of a diverse community?
- Possible ways to do that:
 - Community Concierge / Clearinghouse of info like a 311
- Existing resources – Go-to's:
 - Library – reference staff
 - MCAT
 - National Park Service / County Park Service
 - Arts Council
 - Tourism Bureau
 - Mayo Center
 - Family Services Morris County
 - Visiting Nurse Association
 - Morristown Partnership
 - Interfaith Clergy Council (is there one? or many?)
 - Morristown Hospital
 - Neighborhood House
 - Seeing Eye
 - NJ Theater Alliance
 - Train Station
 - Post Office
 - Cab Drivers
 - Bartenders
 - Barbers / Hair Salons
 - Literacy Volunteers
 - Junior League
 - Welcome Wagon (does it exist?)
 - Morris County Hispanic Affairs
 - Neighborhood Associations
 - United Way
 - Supermarkets
 - Hotels – how educated are their concierges?

- Need a single point of contact – needs to be bilingual and inclusive of broad cultural community needs
- Reference Librarians meet the need but few people think of them

Ideas:

- Community Kiosks – with scrolling info for events and programs and services as needed
 - Needs to be strongly branded and communicated
 - Online clearinghouse, blogs, notices, discussion boards, printed materials
 - Elderly / Special needs need someone on phone or person can talk with
 - Utilize underused resources such as Morristown TV channel which is 24 / 7 and Cablevision Friday night 2 hours seem to be available
 - Leveraging MHS broadcasting capabilities and graphics capabilities and possible internships; include teachers as mentors, ask businesses for funding and mentors
 - Resource cultural center
 - Reviewing best practices of other libraries / resource centers across US
 - Morristown Green.com and Morristown Patch.com
 - Leveraging Jazz Festival at High School that includes Art – May or June
 - Town Hall as major stakeholder
 - Possible grant for Kiosk and media program
 - Could CCM be part of this as well?
- Need a process for go-to people in resource organizations to come together to educate one another in a formalized way and collaborate
 - How could each go-to have a kiosk to promote this?
 - Presentations to Neighborhood Associations and stakeholders to expand knowledge
 - Need to do research on who is not using resources to better understand needs and why not using them and what is relevant to them
 - Who today has resources to gather this data – Tourism? Architects?

What needs to happen next?

- Who's not here – what do they need – have go-to people identify this
- Gather go-to people to share info with library and write grants for additional resources

SESSION #21: Involving the Youth in This Conversation

Initiator: Alaina Renson

Participants: Kara Douma, Mark Gutkowski, Amy Koritz, John Madden, Christina Ocampo, Maria Restrepo, David Walker, Tom Werder* (* Expressed interest)

Summary Highlights:

- Involve youth and local businesses – need more voices in this conversation; David Walker to contact Morristown Partnership
- Assess needs / interests of students to get them involved; Facebook; survey monkey
- Connect churches, non-profits, and schools
- INCREASE COMMUNICATION!!!
- How do we identify and engage those students who are disengaged?
 - Public Achievement – Harry Boyte; engages the disengaged; utilizes adults as coaches; students take ownership of real world problem / issue that they want to work on; utilize non-profits and higher education
 - *Research program model and send information to group (Amy Koritz)*
 - *Service learning at Middle School – Alaina Renson and Kara Douma to connect*
 - Increase participation of older students working with younger students (college and high school with middle school; middle school with elementary)
 - mentors need to be more organic to reach the “middle of the road students”
 - Need to provide training to older students to be “coaches”
- Utilize time during school hours – move to an Extended Day Model
- Provide multiple ways for students to succeed (service learning, public achievement, e-portfolio at middle school it currently exists)
- Students higher rate of success if the project is accountable to someone other than the classroom teacher
- Public-Sphere Pedagogy – work on something that matters
- Become aware of services provided in schools, churches, organizations
 - Organizational staff attend periodic school administration meetings to work for same goal and provide continuity of services

What needs to happen next?

- David Walker and Maria Restrepo to connect about programming to create a support network for families
- Other organizations / businesses / schools need to be informed of this process – Kara Douma will reach out to Lynn Jackson (who works in the community culture and awareness)
- Research Citizen Schools and how they have been able to: Build a relationship between schools and organizations – open lines of communication between schools and outside providers
- Send open-space notes to school administration
- Include a link to Creative Morristown in school newsletter
- Create a list of providers who work with schools

- David Walker will communicate with Linda Murphy in her position as Community Outreach Coordinator
- David Walker and Amy Koritz will open communication with Success by Six (United Way) about including services for Kindergarten students
- Determine process of how to bring college students and high school students to elementary school to read to and coach students
 - Need a structure in place
 - Administration communication and buy in
 - Space and logistics
 - Sponsor for Background Checks of volunteers
- Mark Gutkowski will connect Maria with the PGC, National Honor Society, Key Club, and Interact advisors at high school
- John Madden will look into how to turn-key Sol LeWitt project with younger students (great idea to do multiple levels and then display in town)

SESSION #22: How Can Morristown Become a ‘Magnet’ For Arts (A Cultural Destination) + Where and How To Display the Sol LeWitt Mural from Morristown High

Initiator: John Madden and Linda Murphy

Participants: Nancy Bangiola, Anne Dodd, Mary Donohoe, Mark Gutkowski, Brian Kievning, John Madden, Linda Murphy, Christina Ocampo, Maria Restrepo, Barbara Reuther, Daniel Sroka, Tom Werder, Royce Wintz

Summary Highlights:

Morristown has the potential to become a real cultural destination, using the arts as a ‘magnet’ to draw people to our community. The idea is to be similar to the Newark Arts Month with artist studios, galleries, music, parade, sculptures, restaurant tie-ins, etc. The notion could be expanded to have a ‘1st Wednesday’ event happening every month of the year, rather than limiting this to once per year.

We have any number of possible venues and existing structures: pop-up art displays could be anywhere, fences, inside / outside buildings (vacant and occupied with public access), fire hydrants, public and private open spaces, coordinated events (e.g., one on the Green, one at the Hyatt / Pioneer Park, one at 4 Maple Ave), better use of the Fall Festival for art-related activities, etc.

- Build on the successful Mini Cooper pop-up event
- There may be a plan to redevelop the Bell Telephone property along Morris Street and Route 287 to include loft spaces – artists’ live and work space
- Morristown High School is holding an Art Design show on May 21-23, 2013. This will be a week-long series of events
- Harry Simon sponsors ‘Art Around the Park’ quarterly (Sept, Dec, Mar, June) with seven locations. There is a transportation shuttle provided and a restaurant tie-in. This could be built-upon and rebranded
- The Dec event is also an opportunity to display the Sol LeWitt mural. We agreed it is more powerful if all panels are displayed together with video / speakers to show how it came together so need a big enough space to do this. Suggestions include the Community Theater, the County building Atrium, Merrill Lynch. We might also try outdoor displays
- Coordinate with the Nancy Bangiola legal association to create interest and potential “flash mobs” 😊
- There could be an ‘Artist Walk’, studio tour like in Boonton although many artists do not actually live / work in Morristown right now (more suburban)
- We need to think about more than visual arts, such as outdoor / indoor musicians, poets, etc. Think about the ‘Music of Morristown’ as a potential event. It could help bring downtown area to life and make the visitors to Morristown have a richer experience
- The HQ Plaza provides an excellent, underutilized opportunity to display art
- If doing building murals, this could be an ever changing display. The same could be done on the rail trestle by the train station (owned by the state). If changing murals, the Arts Council should keep documentation of the making of all murals and make this available to the public
- Dance could be another aspect...using free dance lessons, live music, and dancing at the HQ Plaza for instance

It was strongly recommended that the Arts Commission do not become part of Morristown government. This will unnecessarily politicize their efforts. Instead stay public and non-profit, using relationship to Mayor, his wife, and perhaps a Council liaison to achieve our objectives.

Do not try to change the laws unless this becomes an absolute necessity. Work within existing permitting processes, but try to get a streamlined approach approved. We can start small and work toward larger efforts.

What needs to happen next?

- Work with local government and the Morristown Partnership to inform elected and appointed officials of our ‘Morristown as a Cultural Destination’ plans. Have them help us build acceptance of arts as a meaningful economic growth vehicle
- Position Morris Arts Commission as a resource connection, creating a ‘landscape view’ of available resources and events
- Work with an insurance agent (e.g., Coutts) to understand what affordable options might be available to meet our new needs
- Work with local government to simplify / improve the permitting process for local arts projects
- Identify and document all potential spaces / venues that may be used – vacant and occupied – and who owns them
- Understand and document any time parameters or other limitations on venues and events
- Learn more about the redevelopment plans – Morris Street, HQ Plaza, etc. to tie in our plans from an opportunity and timing perspective
- Activity generates interest – variety is the key. Once we establish a 1st Wednesday concept, people will come just because they will know something is going on

SESSION #23: Ideas into Action / Advocate to Stakeholders

Initiator: Leslie Bensley and Kadie Dempsey

Participants: Cory Baum, Richard Bryant, Beatriz Bueno, Wendy Liscow, Paul Miller, Gina Moran, Allison Sebiri-Wright, Tom Werder,

Summary Highlights:

- 2 times / 5 times a year Open Space Follow-up
- Bar owners be represented
- Morristown Partnership
- **Next Steps:**
- Citizen Committee
- Concept – Cultural Center, Green Space
- Become Activist (Grapes of Wrath)
- Engage stakeholder present as hypothesis and solutions
- Be specific with what we want
- Proclamation
- Call to Collaboration
- Art / Culture / Creativity / Communication / Innovation
- Gathering – immediately

What needs to happen next?

- Proclamation
- Get Freshman Panels displayed in town

Summarization for the sheets:

We want Morristown to be a cultural, innovative and technological destination for Morris County. We can do this through greater voice in the development of our community.

The Most important things in our community are:

- Involvement of the youth is both primary and essential in our community – Youth as an asset!
- The experience of culture in our community
- Respect for each member and understanding of our impact on each other
- Community space to be together both existing and new, with involvement of community
- Awareness of our resources both existing and new
 - Identifying people in the community who have the greatest need for the community
- Transportation of its members, low impact
- Known in New Jersey as a destination to be cultural and innovative
- Community has a medium to communicate with government that is accessible to all of its members
- Arts commission's involvement / representation in the government
- Sustainability is part of a master plan, clear to the outside world we are green
- Arts are visible in the community

SESSION # 24: How to Ensure a Physically Beautiful and ‘Walkable’ Morristown Through Using the Planning, Master Plan and SDAT Morristown (Sustainable Design Assessment Team) Guidelines and Engaging our Full Community in the Process

Initiator: Donna McNamara

Participants: Philip Abramson, Gina Cangialosi, Debra Gottsleben, Brian Kievning, Debbie McComber, Donna McNamara, Paul Miller, Susan O’Donnell, Lynn Siebert, Frederique Turnier-Finley Royce Wintz

Summary Highlights:

Note: ‘Beautiful’ includes architecture (preservation and aesthetics) as well as accessibility and sufficient green space.

- Does the Morristown Partnership understand the link between architectural aesthetics / walkability and business attractiveness?
- The current physical ‘layout’ of town needs to be extended beyond ‘South Street’ through creating strategic destinations in other parts of town (i.e., Morris, Washington Ave, and Speedwell Ave). How can the Morristown Partnership help this happen?
- The term ‘aesthetic’ includes the concepts of interesting locations and walkability / easy access (even parking, if that’s most appropriate)
- How do we both educate and set requirements (for the community, developers, and business owners) to achieve the important balance between aesthetics / walkability and ‘investments / steps that need to be taken’
- Which are the most and least ‘walkable’ areas of Morristown? Why? What can be learned from this information for change, improvement, and future decisions / actions? (Note: Possibly do a quickie survey(s) of community members via #, QR Codes, etc.)
- What are the most ‘attractive’ and ‘ugliest’ buildings in town? Why? What can be learned from this information for change, improvement, and future decisions / actions? (Possible survey point as above)
- What are the ‘traffic hot spots’ (nightmares) in town? Where? When? Why? What can be learned from this information for change, improvement, and future decisions / actions? (Possible survey point as above)
- The Morristown Planning Board is set up for failure due to the lack of a coherent, agreed to Vision for the Future and Master Plan / Requirements vis-a-vis what developers and new businesses need to do or not do
- Need also to communicate the ‘wins’ that happen with new developments and new businesses
- The buildings aesthetic includes the entire exterior (front, back, sides, roof top, landscaping and associated parking)
- The more attractive Morristown is physically, the more attractive it is / will be for businesses and developers as well as consumers and residents
- Are our current ‘regulations’ appropriate? Do they need updating? (For example, trees, signage, facades, historical preservations, height limits, distinctions between ‘outdoor art’ and signage, etc.)
- Are there opportunities for periodically closing some street(s) to create ‘pedestrian only’ space as ‘walkability enhancements’?

- How can there be a user-friendly, well communicated ‘archive’ of past and existing regulations, and studies related to the issues of ensuring a physically beautiful and accessible Morristown
- Developer and new business ‘give backs / incentives’ can include their creating pocket parks, planting trees, etc.
- In deciding / creating ‘destinations’ locations, the needs of the neighborhood should be considered to include as well as go beyond businesses (i.e., health clinics, fresh produce outlets, childcare, non-profit services, etc.)
- Destination(s) planning should include community meeting place(s) that are aesthetic and accessible (with a mind to re-purpose and dual-purpose during ‘off-hours existing space(s). For example, Library, Town Hall, High School, Churches, Post Office, Vail Mansion, etc.)
- Have parking space requirements been ‘strong enough’ related to locations, underground requirements, aesthetic camouflage?
- Have to intervene and influence the current work going on at this moment on the Morristown Master Plan

What needs to happen next?

The recommended next steps and actions are focused in two strategic, high leverage areas: The Master Plan / Morristown Planning Board and The Morristown Partnership.

Master Plan / Morristown Planning Board

Influence the decisions made by the Planning Board by providing input to the Morristown Master Plan which is currently under development.

- Susan O’Donnell will initiate an engagement (maybe survey) process to involve a larger and broader representation of the community (individuals, organizations, and businesses) to give input on the issue of ensuring a physically beautiful and walkable Morristown
- Through Susan, this input will be directly linked to the Master Plan development process
- Note: Part of Susan’s initiative will include reaching out to the ‘Creative Morristown’ participants and asking them to also extend the reach out to their friends, family, neighbors, and co-workers

Morristown Partnership

Communicate with and engage the Morristown Partnership to actively participate in achieving the goal of a beautiful and walkable Morristown (as an attraction to businesses, developers, and consumers) as well as other elements of the ‘Creative Morristown’ outcomes which are relevant and clearly aligned to the mission of the Partnership.

- Cory Baum and Tom Blendal (Hyatt) will present outcomes of ‘Creative Morristown’ at a regular ‘2nd Wednesday’ monthly meeting of the Partnership
- Cory, a Creative Morristown participant, will first debrief Tom, who is his boss and a senior member of the Partnership
- Paul Miller, Philip Abramson, and Debbie Gottsleben will create a ‘communication vehicle’ / Power Point for Cory and Tom to use for the presentation
- The presentation content will include relevant outputs from the broader Creative Morristown process
- The presentation content will include ‘What we need from you / Partnership’ to move forward and will ask for the Partnership to make a commitment of what they will do, what they need in order to accomplish this, and specific actions / dates / responsibilities