

HNA NEWS

OFFICIAL NEWSLETTER OF THE
HILTON NEIGHBORHOOD ASSOCIATION

1996



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ALL THE PRINT THAT FITS

JANUARY 1996

NO WHINING!!

By Linda Sperco

It's hard to believe that almost 7 months have passed since Gail, Mike and I decided to stop whining and take some positive action against the nay-sayers who felt the demise of our neighborhood was imminent.

As we trudged along, stuffing mailboxes with the help of other neighbors, the phones started to ring. Clearly, we had struck a nerve and the Hilton Neighborhood Association was born.

These days when I walk my dog I hear a lot less whining. I hear and see a new sense of pride instead. Homes are being spruced up, sidewalks repaired, neighbors are talking to each other, (the way it should be). Springfield Avenue actually looks better and officials respond to our concerns, and accept our input with respect.

The nay-sayers are much fewer in number these days. They've seen what we can do together. Our work in the coming years is not going to be easy. Nothing worth having ever is. But we've made many great starts. If we continue to work together, we can carry these starts to completion.

SEND ALL EDITORIAL INQUIRIES AND SUBMISSIONS
TO
ANDRE' CANTELMO
64-B NEWARK WAY, MAPLEWOOD

MORE MONEY, FEWER VOTERS

Here are some interesting facts about the recent November election. Only 38 percent of New Jersey's eligible voters turned out for the November elections. This is a smaller proportion than ever before, yet a record \$10 million was spent on assembly races, a public advocacy group reported.

Incumbents outspent challengers by \$6 million to \$4.1 million, and 61 percent of the total raised by legislative candidates was in amounts over \$200, the analysis by the New Jersey Public Interest Research Group Citizen Lobby showed.

This trend, of falling voter participation and increased spending on the part of candidates does not bode well for the democratic process.

FROM THE PRESIDENTS DESK

I want to thank the members of the Hilton Neighborhood Association for giving me the opportunity to serve as President during the next year. I look forward to working with the newly elected Executive Committee and each member to ensure that our Association is successful in improving the quality of life in the community.



In just 6 months, attention of township officials who have promised to work with us in meeting the concerns of the residents. We have joined with the College Hill Association and Merchants of Springfield Ave. to form the Springfield Avenue Partnership which will take measures to improve the Avenue. Additionally, we have begun to work with local realtors to address problems related to the large number of homes for sale in the area.

We all owe a great deal of thanks to Gail DePaul, Mike Gera, and Linda Sperco for bringing us together last June. I hope to roll up my sleeves with each of you to build upon the progress we have made so far. Together, we can make the Hilton area an even better place to live and bring up children.

VIC DELUCA

GREEN THUMB UPDATE

Garden Tips By Linda Sperco

Protect your roses, perennials and shrubs from "heaving". Heaving occurs when plants and soil alternately freeze and thaw. Cover plants with 3" to 6" of mulch. If plants have already heaved, push them back into the ground and mulch.

Keep snow off needle "evergreen", and broadleaf varieties such as Rhododendrons and Azaleas to prevent burning and freezing. In locations where they may be windburned, "fence" around them with burlap or landscaping fabric.

Make sure your newly planted trees and shrubs are staked to prevent them from being blown over and pulled out by harsh winter winds. Just a little bit of protection goes a long way in keeping your landscaped castle in good shape. 🍷

REALTOR MEETING A SUCCESS!!



HNA Executive Committee members Mike Gera, Vic DeLuca, Gail DePaul, Linda Sperco, Nabil Marshood, Carol Buchanan and Patricia Cantelmo met on Dec. 7th with member of our local real estate community to discuss ways to better position the Hilton neighborhood in today's real estate market.

The evening's dialogue was honest, positive and thought provoking. The consensus of opinion was that:

**Recent sales prices appear to have stabilized in the Hilton neighborhood. Partial seller financing is a way to increase sales prices. There will be more about that in the next newsletter.*

** The Hilton neighborhood's biggest selling point is the Hilton Neighborhood Association. Prospective home buyers are looking for a place where they feel they are buying more than a house - a neighborhood. We need to communicate and demonstrate the sense of community that exists here.*

** The HNA is forming a Realtor Advisory Board, comprised of those real estate professionals who met with us and those who were unable to attend but want to be involved. They will be using our newsletters and (soon to be printed) brochures as marketing tools for selling homes in the Hilton Neighborhood.*

** The HNA will be forming a committee of our members as a Neighborhood Advocate/Welcoming Committee. Our Neighborhood Advocates will be available to speak with Realtors and their prospective buyers about the Hilton neighborhood. The Welcoming Committee will be the HNA'S "Welcome Wagon" for our new neighbors.*

** The HNA will make presentations at Realtor's staff meetings about the neighborhood and the HNA.*



** The HNA will be surveying current sellers to find out why they are selling and recent buyers to find out why they bought.*

Several days after our meeting we received a note from one of the Realtors. In it he offered some excellent advice: worry about the things we have control over such as appearance, friendliness and sense of community and don't worry about those things such as overall market conditions which are beyond our control.

We will be meeting periodically with our Realtor Advisory Board. If you are planning on selling your home or know someone who is, we strongly urge you to utilize the services and expertise of these Sales Associates. If you know someone who's looking for a home, these are the people to Call. We'll be sending out a list of the members of our Realtor Advisory Board as soon as we have had a chance to talk to the other agents who were unable to attend.

There are many things we can all do to make the Hilton neighborhood a place where people want to live. Keep your home and yard in the best possible condition. First impressions are lasting and nothing makes a better impression on a prospective buyer than a street where pride of ownership is evident. You may not "see" that dangling gutter that the last snowstorm knocked down, but a prospective buyer will notice it right off. Talk to your neighbors, get out and take a walk, greet people on the street, find out who's got a new baby or puppy. Get involved in your community.

The Hilton neighborhood has something no other part of Maplewood has: The Hilton Neighborhood Association. We need new members to keep us going. Bring a friend, spread the news, let us welcome your new neighbors.

Linda Sperco

SEE NEXT PAGE FOR THE REALTOR ADVISORY BOARD CORE GROUP...

REALTOR ADVISORY BOARD CORE GROUP

TOM MURPHY	COLDWELL BANKER SCHLOTT REALTORS 518 Millburn Ave. Short Hills	201-467-3222
KEVIN STEINHAUSER	COLDWELL BANKER SCHLOTT REALTORS 357 Springfield Ave., Summit	908-277-1770
PAT ROSS JOAN DURKIN GEORGE KRAUS	BURGDORFF REALTORS 145 Maplewood Ave., Maplewood	201-378-8300
TOM GLYNN STANLEY GREENBERG	ERA LAPIDES REALTORS 2075 Millburn Ave., Maplewood	201-761-1040

BUSINESS CARDS WILL BE AVAILABLE AT THE NEXT MEETING

SPRINGFIELD AVENUE UPDATE

The first meeting of the Springfield Avenue Assessment Group was held on December 20. The initial goal of this group is to provide an assessment of the community interest, support, and involvement, which an effort to improve the Springfield Avenue Commercial District might draw upon. The Township has hired The Downtown Managers to coordinate this.

While everyone in attendance had a somewhat different "vision" for Springfield Avenue, the consensus of opinion was summed up by Burt Liebman's eloquent statement that the "time was right for plans to improve the area... attested to by the confluence of concerned and interested residents and groups from different parts of Maplewood" (sic).

HNA representatives Vic DeLuca, Maureen LeStrange-Polsky and Linda Sperco were in attendance as were Nancy Adams-Shippy, Diane Dzamtovski and N.J. Wolfe from the College Hill Neighborhood Assoc., Burt Liebman and Jerry Ryan, Scott Buch of Maplecrest Hardware and the Merchants of Springfield Ave., Township Engineer Bill Kowalski, Fred Profeta of the Planning Board, resident Ron Kraemer, Springfield Ave. Partnership

representative Deborah Lyons and Don Smartt of the Downtown Managers.

The Springfield Avenue Assessment Group will be meeting twice-monthly during this phase of the project, which should take about four months. The economic revitalization of Springfield Avenue is in the best interest of all Maplewood residents; comments and suggestions are welcome and can be directed to any member of the group.

THE SPRINGFIELD AVENUE PARTNERSHIP is alive and well! Come to the next general meeting on Thursday Feb. 8 at De Hart Center. Come to a meeting, get involved and help make the revitalization of Springfield Ave. a reality!!

Linda Sperco

