

**Media Contact:**  
Celina Herrero  
Campaign Manager  
csherrero1@gmail.com  
862-216-8767

# **SHEENA**



## **VILLAGE PRESIDENT**

**FOR IMMEDIATE RELEASE**

### **SHEENA COLLUM, SOUTH ORANGE VILLAGE PRESIDENT, ANNOUNCES BID FOR RE-ELECTION AND INVITES COMMUNITY TO CAMPAIGN KICKOFF**

**South Orange, NJ (March 4, 2019)** – South Orange Village President, Sheena Collum, announced Sunday she is seeking a second term. And, in a move signaling her unwavering commitment to accessibility and transparency, Collum invites the community to attend the campaign’s kickoff event which will be held on Sunday, March 10 from 3:00 p.m. to 5:00 p.m. at 8 Tillou Road West in South Orange.

“I am deeply honored by the trust and confidence our community placed in me four years ago,” said Collum. “And, that responsibility, coupled with my realization that this is what I am meant to do, fuels my passion to tackle the very exciting work we still have to finish in and for South Orange.”

Elected in May 2015, Collum is the first female to serve as Village President and currently one of the youngest female municipal executives in New Jersey. With laser focus, Collum concentrated her priorities around comprehensive planning, smart growth and economic development, infrastructure, citizen engagement and volunteerism, and streamlining municipal operations through efficiencies, shared services, and the expansion of technology. Throughout her tenure, both as Trustee and Village President, the community has embraced her unprecedented level of accessibility and transparency, ensuring Collum is a known and reliable champion for South Orange needs and causes.

Looking forward, Collum will continue her focus on taxes, infrastructure, innovation, and inclusion. With South Orange taxes among the highest in the country, Collum says, “Taxpayers are subsidizing inefficiency at every level of government and they should expect more but not more of the same. We need to be bold.”

Under her leadership, the Board of Trustees remained below 2% in annual spending increases for three years, realigned the police department, is preparing a consolidated fire department with Maplewood, and approved the adaptive reuse and historic renovation of Village Hall through private investment. Deferred capital projects spanning decades have been completed or are actively being addressed including the skate house, police headquarters, the tennis courts, the Baird Community Center, the Library and Connett Building. With upwards of \$250M in economic development opportunities being considered throughout town and a new path to compliance for the construction of affordable housing, Collum is also leading the South Orange Master Plan initiative, engaging hundreds of stakeholders to develop a 21<sup>st</sup> century document which was last developed in 1978. She has also been at the forefront of advocacy efforts for the Gateway Tunnel Program calling it the nation’s “single largest infrastructure investment with the greatest impact on the South Orange community”.

Professionally, Collum is the Executive Director of the American Planning Association - New Jersey Chapter, a statewide planning organization whose mission is to help build stronger, more equitable communities and provide more choices for how people work, live and play while meeting the challenges of both growth and change. A proud alumna of Seton Hall University, she earned a Master’s Degree in Public Administration with a concentration in public policy. As an undergraduate at the university, Collum graduated summa cum laude with a Bachelor’s Degree in Political Science minoring in Economics and International Relations and Diplomacy.

Collum’s campaign team is led by Celina Herrero, Campaign Manager, and Jenna Hwang Ceterko, Campaign Treasurer. In advance of the campaign website, residents are encouraged to visit Collum’s campaign Facebook page at: [facebook.com/sheenacollum2019/](https://facebook.com/sheenacollum2019/).