

Municipality of Princeton, NJ

*400 Witherspoon St
Princeton, NJ 08540*



Meeting Minutes - Draft

Monday, January 12, 2026

7:00 PM

<https://us02web.zoom.us/j/86708781961>

Webinar ID: 867 0878 1961

Main Council Chambers

Mayor and Council of Princeton

I. JOIN MEETING - PLEASE CLICK LINK BELOW:

<https://us02web.zoom.us/j/86708781961>

Webinar ID: 867 0878 1961

II. STATEMENT CONCERNING NOTICE OF MEETING

Notice of this meeting was provided in accordance with the requirements of the Open Public Meetings Act and State regulations governing public meetings, including the time, date and location of the meeting and clear and concise instructions to the public for accessing the meeting and making comments. In addition, the agenda and all related materials were posted electronically and made available to the public on Princeton's meeting portal in advance of the meeting.

III. LAND ACKNOWLEDGEMENT

"We gather today on the land of the Lenni Lenape. As members of the Princeton community, we aspire to show appreciation, respect, and concern for all peoples and our environment. We honor the Lenape and other Indigenous caretakers of these lands and waters, the elders who lived here before, the Indigenous today, and the generations to come."

Councilwoman Leticia Fraga read the Land Acknowledgement.

IV. ROLL CALL

Also Present: Bernard Hvozdovic, Administrator; Deanna Stockton, Deputy Administrator/Municipal Engineer; and Trishka Cecil, Municipal Attorney

Present: Council Member Brian McDonald, Council Member David Cohen, Council Member Leticia Fraga, Council Member Leighton Newlin, Mayor Mark Freda, Municipal Clerk Dawn M. Mount, Council Member Mia Sacks, and Council Member Michelle Pirone Lambros

V. PLEDGE OF ALLEGIANCE

The audience participated in the Pledge of Allegiance.

VI. ANNOUNCEMENTS/REPORTS

Councilman Brian McDonald had no reports or announcements.

Councilman David Cohen had no reports or announcements.

Council President Pirone Lambros had no reports or announcements.

Councilwoman Mia Sacks had no reports or announcements.

Councilwoman Leticia Fraga had no reports or announcements.

Councilman Leighton Newlin had no reports or announcements.

Mayor Mark Freda had no reports or announcements.

There were no staff reports or announcements.

VII. PRESENTATION

1. New Princeton Loop Bus Wrap Design-Presented by Smith-Manning

Council President Pirone Lambros introduced the presentation by explaining that the new name for the transit bus service is the "Princeton Loop". She noted that the municipality has been working with graphic design company, Smith+Manning, to develop a new logo and bus wrap design for both the express and local routes.

Sarah Lewis Smith of Smith+Manning presented a PowerPoint presentation, beginning with the unveiling of the new logo. Ms. Lewis Smith explained that the logo was inspired by the word "loop", the name selected through public input. The bus stop signage incorporates the circular design previously used by the freeB, with the original circle replaced by the new "Loop" logo and branding. Green was selected as the primary color to align with the municipality's branding. The logo features uppercase lettering for enhanced visibility, while the rounded letterforms reinforce the concept of a loop. Ms. Lewis Smith also displayed a preview of the TripShot application feature, which allows riders to track the bus in real time along the route. She then presented two mascot and taglines for Council's consideration. The first concept featured a black squirrel for the express route with the tagline, *"Get in the loop and ride free"*. The second concept feature a green frog for the local route with the tagline, *"Hop on. It's free."* Ms Lewis Smith explained that both concepts maintained the overall Loop branding while incorporating different mascots. At the conclusion of the presentation, she requested feedback from Council regarding the mascot and tagline options.

Councilwoman Fraga commented that she really liked the logo but inquired whether there could be concerns about using the black squirrel, noting that the image has been used by local businesses and the university.

Councilman Newlin stated that he loved the logo but felt that Princeton already has an abundance of squirrel and tree imagery. He described the frog as a more distinctive and appealing option and expressed his preference for that concept.

Councilman Cohen stated that he initially preferred the black squirrel because of its connection to Princeton. However, he felt the proposed tagline did not relate well to the squirrel and suggested developing a tagline that better complemented the mascot.

Councilman McDonald complimented the overall presentation, stating that the branding, graphics, color palette, and taglines were well conceived. He indicated that his personal preference was the frog.

Councilwoman Sacks stated that she appreciated the black squirrel because it is uniquely associated with Princeton but ultimately favored the frog because she found it particularly

compelling.

Councilman Cohen later remarked that the frog concept created a stronger connection between the mascot, logo, and tagline. He subsequently changed his preference from the squirrel to the frog.

Councilwoman Fraga stated that she also had a strong preference for the frog concept.

Following the discussion, Council reached a consensus to move forward with the frog mascot and branding concept.

VIII. RESOLUTIONS

1. Resolution of the Mayor and Council of Princeton Authorizing Adding Roth Provision for an Existing Deferred Compensation Plan 20-PD-Equitable-091720

RESULT: ADOPTED

MOVER: David Cohen

SECONDER: Brian McDonald

Aye: Council Member McDonald, Council Member Cohen, Council Member Fraga, Council Member Newlin, Council Member Sacks, and Council Member Pirone Lambros

2. Resolution of the Mayor and Council of Princeton Authorizing the Housing Initiatives of Princeton Charitable Trust: Extension of Property Lease and Management Agreement for 14 Clearview Avenue

RESULT: ADOPTED

MOVER: Leticia Fraga

SECONDER: Mia Sacks

Aye: Council Member McDonald, Council Member Cohen, Council Member Fraga, Council Member Newlin, Council Member Sacks, and Council Member Pirone Lambros

3. Resolution of the Mayor and Council of Princeton Authorizing the Housing Initiatives of Princeton Charitable Trust: Extension of Property Lease and Management Agreement for 132 Brickhouse Road

RESULT: ADOPTED

MOVER: Leticia Fraga

SECONDER: Leighton Newlin

Aye: Council Member McDonald, Council Member Cohen, Council Member Fraga, Council Member Newlin, Council Member Sacks, and Council Member Pirone Lambros

4. Resolution of the Mayor and Council of Princeton Authorizing the Housing Initiatives of Princeton Charitable Trust: Extension of Property Lease and

Management Agreement for 134 Griggs Drive

RESULT: ADOPTED

MOVER: Leighton Newlin

SECONDER: Leticia Fraga

Aye: Council Member McDonald, Council Member Cohen, Council Member Fraga, Council Member Newlin, Council Member Sacks, and Council Member Pirone Lambros

5. Resolution of the Mayor and Council of Princeton Authorizing the Housing Initiatives of Princeton Charitable Trust: Extension of Property Lease and Management Agreement for 140 Griggs Drive

RESULT: ADOPTED

MOVER: Leticia Fraga

SECONDER: Leighton Newlin

Aye: Council Member McDonald, Council Member Cohen, Council Member Fraga, Council Member Newlin, Council Member Sacks, and Council Member Pirone Lambros

6. Resolution of the Mayor and Council of Princeton Authorizing the Award of a Professional Services Agreement to Mason, Griffin & Pierson, P.C. for Legal Services as Municipal Attorney for 2026 for an Amount Not to Exceed \$400,000.00

RESULT: ADOPTED

MOVER: Mia Sacks

SECONDER: Leticia Fraga

Aye: Council Member McDonald, Council Member Cohen, Council Member Fraga, Council Member Newlin, Council Member Sacks, and Council Member Pirone Lambros

7. Resolution of the Mayor and Council of Princeton Extending an Extraordinary Unspecifiable Services Agreement with Sustainable Princeton for Services Related to Sustainability for an Amount Not to Exceed \$150,000.00

RESULT: ADOPTED

MOVER: Leighton Newlin

SECONDER: Mia Sacks

Aye: Council Member McDonald, Council Member Cohen, Council Member Fraga, Council Member Newlin, Council Member Sacks, and Council Member Pirone Lambros

IX. CONSENT AGENDA

1. Resolution of the Mayor and Council of Princeton Approving the Placement Pole Banners on Nassau Street by the Princeton University Advancement Office, May 16, 2026 to May 30, 2026

RESULT: ADOPTED
MOVER: Brian McDonald
SECONDER: Michelle Pirone Lambros

Aye: Council Member McDonald, Council Member Cohen, Council Member Fraga, Council Member Newlin, Council Member Sacks, and Council Member Pirone Lambros

2. Resolution of the Mayor and Council of Princeton in Support of Princeton’s Climate Action Plan

RESULT: ADOPTED
MOVER: Brian McDonald
SECONDER: Michelle Pirone Lambros

Aye: Council Member McDonald, Council Member Cohen, Council Member Fraga, Council Member Newlin, Council Member Sacks, and Council Member Pirone Lambros

3. Resolution of the Mayor and Council of Princeton Authorizing Appointments to Boards, Commissions and Committees

RESULT: ADOPTED
MOVER: Brian McDonald
SECONDER: Michelle Pirone Lambros

Aye: Council Member McDonald, Council Member Cohen, Council Member Fraga, Council Member Newlin, Council Member Sacks, and Council Member Pirone Lambros

X. PUBLIC COMMENTS FOR ITEMS NOT ON THE AGENDA

The Mayor and Council will take comments first from members of the public attending the meeting in person, then from members of the public attending the meeting via Zoom. Speakers will be limited to 3 minutes. No immediate action will be taken on any public comment issue.

IN-PERSON:

Please use the sign-up sheet on the podium. After everyone who signed up has had the opportunity to speak, the Mayor will invite any additional comments from members of the public. Please line up at the podium if you plan to speak.

ZOOM:

To make a comment or ask a question during the meeting via zoom, raise your hand using one of the following alternatives:

1. Windows or Mac platform: Click on “Participants” at the bottom of the screen, then click on “raise hand” (Windows shortcut: Alt+Y; Mac shortcut: Option+Y).
2. Android or iOS device: Click on “raise hand” in the bottom left corner of your screen.
3. Telephone: Press #9

Mayor Mark Freda opened public comment for items not on the agenda. Seeing no one in person, or via "Zoom", Mayor Freda closed public comment.

XI. ADJOURNMENT

A motion to adjourn at 7:26 p.m. was made by Councilman David Cohen, seconded by Council President Pirone Lambros and carried unanimously by all members present.

Respectfully Submitted.

Dawn M. Mount
Municipal Clerk