

Note: "Ed Snajdr" indicates either Ed or Shonna speaking as they were in same recording location.

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00:00:36.960 --> 00:00:57.060

Ed Snajdr: Okay sounds good okay all right hi everybody i'm shauna trench and i'm here with ED snider Hello and we're here today with indoor voices and we're going to do a podcast with the authors of a new book called gentrification down the shore and the authors are molly Coleman and.

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00:00:58.560 --> 00:01:02.340

Ed Snajdr: molly Bowman makris and Mary gotta you guys want to say hi.

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00:01:03.750 --> 00:01:06.660

Molly Makris (she,her,hers): hi this is molly Thank you so much for having us today.

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00:01:07.320 --> 00:01:07.710

that's great.

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00:01:08.820 --> 00:01:10.830

Mary Gatta : Thanks, this is Mary Thank you so much.

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00:01:11.520 --> 00:01:14.190

Ed Snajdr: All right, all right, well, I wanted to get started.

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00:01:15.480 --> 00:01:32.160

Ed Snajdr: Just to hear from you guys about how you came to this project, the scope of it time that you put into it and the time that you spent in the field site and how how your collaboration came to be so i'll just throw that question out there.

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00:01:33.210 --> 00:01:51.990

Molly Makris (she,her,hers): Sure, so Mary and I started working together, I got men in 2015 when Mary joined the Faculty and we really started connecting over our shared interest in urban sociology and gentrification and New Jersey and specifically asbury Park, so the work kind of spiraled from there.

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00:01:53.160 --> 00:02:04.740

Molly Makris (she,her,hers): And I did not have a lot of experience in asbury park prior to that so a previous research, I had done in hoboken New Jersey, I was an insider researcher, a bit like you all in your book.

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00:02:05.340 --> 00:02:13.680

Molly Makris (she,her,hers): About brooklyn but in this research, I was really a visitor to the Community, so I was

relatively new to the Community Mary has a different experience there.

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00:02:14.430 --> 00:02:17.820

Mary Gatta : yeah so I yeah just building out molly said, I mean, I think.

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00:02:18.120 --> 00:02:28.050

Mary Gatta : One of the really interesting things about our collaboration is we're able to take two real aspects of what's going on in asbury and also broader within the sociological social science discipline.

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00:02:28.380 --> 00:02:42.750

Mary Gatta : Around gentrification and then our kind of take on it with seasonal gentrification but also employment right so we're really bringing together in our collaboration, not only our research skills and our joint.

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00:02:43.200 --> 00:02:53.970

Mary Gatta : desire to really study as very but also kind of bringing together the way identification housing and education that molly really focuses on and myself around employment and workforce.

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00:02:54.840 --> 00:03:03.960

Mary Gatta : um and in terms of you know asbury I actually do live near as very I live about a 15 minute drive from asbury and.

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00:03:04.470 --> 00:03:25.170

Mary Gatta : I connected with the Community and in many different ways, so I as a visitor right but also working on just broadly advocacy issues in New Jersey, such as the minimum wage for example um so I don't live in the Community, and I, but I so i'm kind of still connected to that to the Community.

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00:03:25.800 --> 00:03:36.360

Molly Makris (she,her,hers): And in terms of that timeframe, so we started talking about the project in 2015 and then we did the work up until we actually I believe we turned in our draft of the book on new year's Eve.

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00:03:37.680 --> 00:03:45.690

Molly Makris (she,her,hers): So just prior to sort of the beginning of the code 19 pandemic and we're happy to talk about how that has affected the Community as well, but.

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00:03:45.990 --> 00:03:56.400

Molly Makris (she,her,hers): Our research was before that time period we were really on the ground, doing focus groups and interviews at the graphic observations, I think we had was it at one participants.

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00:04:03.360 --> 00:04:04.740

Ed Snajdr: yeah that's that's a great.

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00:04:05.760 --> 00:04:07.740

Ed Snajdr: beginning to our discussion today.

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00:04:09.270 --> 00:04:16.260

Ed Snajdr: yeah I mean how about your collaboration like how did you how did you work as a team on this project.

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00:04:18.090 --> 00:04:18.600

Molly Makris (she,her,hers): sure.

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00:04:19.680 --> 00:04:30.210

Molly Makris (she,her,hers): As an early career scholar, I feel very fortunate that I got to work with Mary on this, so when I met Mary initially many of her colleagues told me, she was a real rock star in the field so.

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00:04:30.900 --> 00:04:43.020

Molly Makris (she,her,hers): I feel fortunate that I got to learn from her in the areas of employment and gender and all that she was a very generous colleague sharing you know her her connections and her network with me as we work together.

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00:04:44.070 --> 00:04:48.330

Molly Makris (she,her,hers): I think it could be difficult, I mean you know writing a book with another person right.

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00:04:49.020 --> 00:04:58.080

Molly Makris (she,her,hers): But we didn't hit any major obstacles in that way, I always say we were good partners in that because I have little children, I often work late at night after they're in bed.

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00:04:58.590 --> 00:05:04.350

Molly Makris (she,her,hers): And I would like send Mary a draft and then fall asleep in the middle of the night wake up in the morning take my kids to school.

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00:05:04.830 --> 00:05:14.310

Molly Makris (she,her,hers): When that was a thing come home and Mary wakes up really early so she would have turned the draft all the way, like back around to me again, so I feel like we had some good you know good working relationship in that way.

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00:05:14.910 --> 00:05:16.020

Mary Gatta : yeah great.

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00:05:16.260 --> 00:05:22.710

Mary Gatta : Thank you, and of course just working with molly is wonderful, as you can tell she's incredibly smart incredibly dedicated and a wonderful colleague.

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00:05:23.550 --> 00:05:28.830

Mary Gatta : And we also I think in terms of our fieldwork were able to really collaborate very well on.

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00:05:29.310 --> 00:05:39.480

Mary Gatta : So we did joint focus groups, we did join interviews, we did we walk to the town together, but then we also were able to like highlight different aspects that we did individually.

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00:05:39.750 --> 00:05:46.620

Mary Gatta : We were able to, then you know we all have our interviews and focus groups were able to double co them, and you know I feel like that.

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00:05:47.460 --> 00:06:03.270

Mary Gatta : Also, it was a true collaboration from kind of the inception of the idea, through the get data gathering and the research and the ethnography to the writing and the in the edits and you know everything else that goes into producing a book.

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00:06:04.350 --> 00:06:04.980

Mary Gatta : So it got.

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00:06:05.190 --> 00:06:10.830

Molly Makris (she,her,hers): It got out me there, we had to have the PSC cuny grants that helped us as we did our research.

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00:06:11.430 --> 00:06:20.070

Molly Makris (she,her,hers): And you know, working together at cuny and with our students and teaching courses related to these topics I teach a course on gentrification and i'm in the urban studies program so.

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00:06:20.400 --> 00:06:29.130

Molly Makris (she,her,hers): urban planning and policy, so our work in the classroom really and what we learned from our students and our colleagues really also positively impact our work.

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00:06:30.180 --> 00:06:43.860

Ed Snajdr: yeah that's that's really great and I was wondering about the title of your book, you know i'm so interested in frames and you know things like subtitles and frames and epigraph and i'm wondering how did you guys come to that particular title gentrification down the shore.

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00:06:45.090 --> 00:06:48.660

Molly Makris (she,her,hers): This is such a good question I think i'm.

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00:06:49.440 --> 00:06:56.970

Molly Makris (she,her,hers): As an outsider to the area I grew up in the Midwest in Ohio and I actually remember the first time that I heard the expression down the shore.

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00:06:57.210 --> 00:07:05.370

Molly Makris (she,her,hers): It was my older brother was going off to college in Washington DC and his roommate called and left a message on the answering machine saying he was going to be down the shore for the summer.

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00:07:05.760 --> 00:07:12.300

Molly Makris (she,her,hers): And I remember my mother, who is from the east coast explaining to me sort of what that meant, and you know all these sorts of assumptions, you could make.

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00:07:12.600 --> 00:07:17.610

Molly Makris (she,her,hers): Based on on that language, and it was the first time i'd ever heard it now, I hear it frequently.

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00:07:18.210 --> 00:07:28.410

Molly Makris (she,her,hers): living in the area, but I think you know we did it was out of the scope of our research really to like talk to people about you know whether they call it down the shore how they refer to the Community.

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00:07:28.740 --> 00:07:44.460

Molly Makris (she,her,hers): But I do think it's just that's a really interesting question, we believe, initially, one of the titles floated to us was gentrification by the sea and Mary and I felt like that wasn't didn't have the right feel for the area but Mary as a local, I think, can speak more to it.

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00:07:45.270 --> 00:07:48.180

Mary Gatta : yeah I mean, I think I mean I do say I live at the shore.

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00:07:49.410 --> 00:07:58.050

Mary Gatta : it's funny, but we also I should say in terms of collaboration we also kind of crowdsource some of our title, too, so we reached out to different groups different.

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00:07:58.830 --> 00:08:08.070

Mary Gatta : Visitors friends etc and kind of put it out there, that you know you can help us think about a title um but in terms of kind of the whole.

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00:08:08.580 --> 00:08:20.130

Mary Gatta : shore down the shore kind of framework kind of coming down to down to the shore, you know I think it's something that's very obviously very east coast, but very New Jersey right in how.

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00:08:21.090 --> 00:08:30.600

Mary Gatta : You know Bruce springsteen certainly things about the shore that down the shore everything's all right in a song, for example, so I think you know it is.

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00:08:31.110 --> 00:08:37.290

Mary Gatta : Very you know, important and telling but I thought I think what you're saying about framing and directionality is really interesting.

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00:08:37.710 --> 00:08:50.250

Mary Gatta : And it's, something that would be really interesting to talk to some of the residents about and on both the East side and the West side of asbury to be really interesting anthropological paper.

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00:08:51.990 --> 00:08:52.800

Ed Snajdr: Mary.

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00:08:52.920 --> 00:09:07.770

Molly Makris (she,her,hers): reminded me I had one student who was fascinated that I was writing this book, while we were in class together discussing gentrification and he would send me like lists of Titles after class and he had some really great ideas in the end, you know it wasn't fully up to us, but.

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00:09:09.450 --> 00:09:09.780

Molly Makris (she,her,hers): yeah.

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00:09:09.900 --> 00:09:11.430

Ed Snajdr: it's great it's so interesting.

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00:09:12.540 --> 00:09:14.700

Ed Snajdr: I did you want to jump in well yeah.

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00:09:16.140 --> 00:09:30.900

Ed Snajdr: it's been great listening to kind of the story behind the book but i'd like to point out that I, I think the study is actually very groundbreaking because there's somebody who has studied gentrification one of the things that you, you posit you put out.

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00:09:30.900 --> 00:09:31.380

Ed Snajdr: There as.

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00:09:31.680 --> 00:09:49.500

Ed Snajdr: The need to understand seasonal gentrification and it's a very compelling idea and I think, as you say it's very understudied and I think you both tackled it very well in the book, maybe you could say a few words about that about that concept and and how its unique.

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00:09:51.720 --> 00:10:03.810

Molly Makris (she,her,hers): yeah I think this was really apparent to us in the beginning that we sort of needed to tweak the traditional definition of gentrification that we hear, and I mean it's always sort of a concern because.

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00:10:04.440 --> 00:10:12.570

Molly Makris (she,her,hers): Some people would argue the word gentrification has been gentrified right and it's so overused and what is since become meaningless because we use it to describe so many different.

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00:10:13.320 --> 00:10:20.280

Molly Makris (she,her,hers): kinds of situations at this time, but we really felt like the seasonality to this was so important that we needed to kind of like.

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00:10:20.850 --> 00:10:31.740

Molly Makris (she,her,hers): To figure that out and put that right in the framing of the book and for us, we always say it's seasonal gentrification but it affects a longtime residents through all four seasons of the year.

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00:10:32.220 --> 00:10:37.770

Molly Makris (she,her,hers): And I think that's an important thing to point out we're not saying it only affects people during some seasons of the year right.

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00:10:39.210 --> 00:10:43.110

Molly Makris (she,her,hers): But it is different from a traditional gentrification case study.

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00:10:43.440 --> 00:10:58.140

Molly Makris (she,her,hers): Because well for one even the data is challenging right so data that we look at to understand gentrification generally looks at people's primary residence so even just like trying to quantify what's happening in the Community was more difficult because of the seasonality.

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00:10:58.620 --> 00:11:09.240

Molly Makris (she,her,hers): And then I I study education and youth, so I was really interested in the way that that plays out in a seasonally gentrifying Community where many of the residents are in second home.

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00:11:09.690 --> 00:11:21.720

Molly Makris (she,her,hers): or many of the newcomers our second home or vacation home owners or visitors, so the Community so that they're less invested in that in the you know, raising a family there and in the kind of amenities that families might be interested in.

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00:11:22.050 --> 00:11:30.210

Molly Makris (she,her,hers): We know in gentrification sort of that's like a later stage of gentrification in the literature like family gentrification that occurs and.

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00:11:31.260 --> 00:11:40.260

Molly Makris (she,her,hers): You know, with gentrifiers like that urban lifestyle and stay and raise families and get sometimes get engaged in the schools and that can have all sorts of complex effects as well.

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00:11:41.310 --> 00:11:49.500

Molly Makris (she,her,hers): But here in asbury we didn't see that part of the conversation nearly as much as we would in other communities that i've studied and I think also like the amenities.

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00:11:50.250 --> 00:11:58.920

Molly Makris (she,her,hers): In general, so supermarkets, for example, or something that you know people who live in a Community want to have access, easy access to the supermarket.

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00:11:59.310 --> 00:12:09.060

Molly Makris (she,her,hers): And you know one side of town was described to us as a food desert, while the other side

of town is sort of known for the foodie seen you know people come from all over for the restaurants and asbury.

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00:12:10.170 --> 00:12:13.620

Mary Gatta : yeah and just build in just a little bit on that well I did a great job.

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00:12:14.280 --> 00:12:26.760

Mary Gatta : From the employment side or their work for sigh when you think about the what I was really interested in is, what are the actual employment opportunities for jobs toward actual economic security for the local longtime residents.

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00:12:27.210 --> 00:12:37.320

Mary Gatta : And the seasonality adds to that because those job opportunities are typically are seasonal right for the most part, so there's massive hiring April through September.

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00:12:37.560 --> 00:12:45.660

Mary Gatta : And then there is just you know the massive layoffs in essence right so um what does How does that.

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00:12:46.110 --> 00:12:55.110

Mary Gatta : Impact where people can even think about their own economic security long term and what does that mean for like the workforce development programs, for example.

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00:12:55.410 --> 00:13:07.350

Mary Gatta : On that are training workers so that investment is on the worker side and then also on the business owner side right so business owners also you know see obviously their their summer season, as their season.

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00:13:08.070 --> 00:13:17.220

Mary Gatta : Two for for customers right and for it, but then tie to that what happens in those in those winters and that's something that.

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00:13:17.640 --> 00:13:28.860

Mary Gatta : Throughout the book people just talked about you know surviving in the winter and then as molly's that we did this work pre coven so we, I mean if we can talk about the impact the potential impact of covert on the Community.

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00:13:31.980 --> 00:13:33.150

Ed Snajdr: So oh go ahead.

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00:13:33.570 --> 00:13:45.480

Molly Makris (she,her,hers): I was just gonna say that the kinds of businesses, we see in a seasonally gentrifying Community like hotels right, and you know music venues, and who those particular like who they're interested in hiring.

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00:13:46.560 --> 00:13:52.650

Molly Makris (she,her,hers): In in those particular kinds of venues is different indices manage Community.

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00:13:53.850 --> 00:14:03.150

Ed Snajdr: So the work that you guys did on work, I found absolutely fascinating such important, and it was so illuminating to me, you know for our own work in brooklyn and.

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00:14:03.540 --> 00:14:12.600

Ed Snajdr: And what a lot of development has meant for local communities that were hoping for jobs, and you know you really bring up this notion that there is.

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00:14:13.080 --> 00:14:18.990

Ed Snajdr: You know affluent people look for an experience of work for their children.

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00:14:19.470 --> 00:14:32.010

Ed Snajdr: Whereas non are people who aren't affluent need to have work experience and that that difference was just so striking to me and your data bear it out so beautifully I just wondered if you could talk a little bit more about that.

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00:14:32.910 --> 00:14:40.020

Mary Gatta : yeah I mean I think that's an interesting way of framing area there um you know how class stratification impacts young people's.

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00:14:40.410 --> 00:14:47.760

Mary Gatta : You know how young people see work and I understand we're going for that experience of work so British this geologists are the ones that kind of.

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00:14:48.210 --> 00:14:59.910

Mary Gatta : have done a lot of work research work in this area, and one of the concepts that I have found really helpful in my own research and certainly here is this concept that a static Labor.

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00:15:00.510 --> 00:15:10.560

Mary Gatta : That we are that workers are not only bringing the skills so let's say it's a restaurant right the hospitality skills, the food knowledge.

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00:15:10.920 --> 00:15:24.240

Mary Gatta : But they're also bringing their bodies and themselves as part of what employers are looking for and customers are expecting right, so there, they are part of the brand, so to speak, that is being.

102

00:15:25.350 --> 00:15:34.050

Mary Gatta : sold in addition to whether it's the expensive sunglasses or the really expensive steaks and drinks right, so this comes up Dev aesthetic Labor I find.

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00:15:34.500 --> 00:15:46.050

Mary Gatta : Really powerful when we think about what's going on here in asbury and and other communities to write that what does this mean in terms of opportunities across the board for people.

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00:15:46.410 --> 00:15:56.250

Mary Gatta : And that's one thing I think that we saw that I don't think we were fully expecting at first was just how age intersects here.

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00:15:57.000 --> 00:16:09.150

Mary Gatta : In terms of who gets opportunities so a young resident of color on the West side who can fit the aesthetic for the hotels, or the boutique retail.

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00:16:10.020 --> 00:16:27.150

Mary Gatta : Has is able to get opportunities OPS right verse a older resident, perhaps with a criminal record that he does not fit that aesthetic and I think that is the this concept of aesthetically were is something.

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00:16:27.990 --> 00:16:40.590

Mary Gatta : That you know we we European sociologist talk a lot about and I would love to see more work in the American Labor market because we see this, not just in asbury but really you know you know variety of.

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00:16:40.920 --> 00:16:48.810

Mary Gatta : places of Labor markets and it in the way systemic any quality is just embedded in that is so important to understand.

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00:16:49.950 --> 00:16:54.240

Molly Makris (she,her,hers): I also think, Mary as like the young man, we spoke to on the boardwalk who was like.

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00:16:54.720 --> 00:17:03.900

Molly Makris (she,her,hers): How cool is it to get to work on that the famous asbury boardwalk he was home from college for the summer, he was talking to us about his college classes, so it was really like this experience of working and like.

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00:17:04.200 --> 00:17:09.210

Molly Makris (she,her,hers): Having a wonderful summer at the asbury park boardwalk which was very different than the you know.

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00:17:09.570 --> 00:17:20.070

Molly Makris (she,her,hers): Older westside residents that we spoke to who are really struggling to find employment opportunities and struggling with issues of you know job spatial mismatch and all these other issues that we saw there.

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00:17:21.540 --> 00:17:24.360

Ed Snajdr: And then you also bring up this notion of habitus.

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00:17:25.320 --> 00:17:34.620

Ed Snajdr: which I think is so important for this work experience experience of work thing I mean it all It reminded me of this movie dirty dancing where there's these like you know.

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00:17:35.040 --> 00:17:37.800

Ed Snajdr: i've looked at a place like lake George right where.

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00:17:38.250 --> 00:17:45.450

Ed Snajdr: there's a private club that the parents and their children all belong to and the kids come up through that and begin to work there right.

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00:17:45.690 --> 00:18:03.630

Ed Snajdr: First, they are just family members who vacation there and then they learn how to serve there, and all of that builds their habitat for their upper middle class lifestyles right, and this is the habitat, that is, you know the genesis of howdy, how do we change the world well.

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00:18:04.830 --> 00:18:11.220

Ed Snajdr: And I think again you're sending really brings that out these young vacationers then turn around and and work on the board.

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00:18:11.310 --> 00:18:17.700

Mary Gatta : And and tie to that being able to do that gets you access and as you're sitting in different ways, so these young vacationers.

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00:18:18.270 --> 00:18:26.490

Mary Gatta : Who, then you know may work in the summer, when their college or then serving people in restaurants, who might be able to give them access to internships on Wall Street or.

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00:18:27.180 --> 00:18:37.260

Mary Gatta : law firms or whatever it is right, so these you know ways that we don't often think about which wouldn't happen for workers who maybe are working at mcdonald's right.

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00:18:37.920 --> 00:18:48.810

Mary Gatta : So if you're working at a at an asbury park restaurant, where people are spending three hours at your table you're going to people get to know their server right, so this just level of access.

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00:18:49.980 --> 00:19:00.930

Mary Gatta : Based on being able to learn the kind of the cultural capital like you're talking about the social capital, but also what those that also offers in terms of opportunities is not equitably distributed.

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00:19:08.130 --> 00:19:08.460

yeah.

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00:19:09.690 --> 00:19:18.330

Ed Snajdr: So, in terms of your approach, which was using an intersection approach, which I thought was brilliant and very, very effective.

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00:19:18.990 --> 00:19:32.220

Ed Snajdr: One of the pieces of that is gender and sexuality, so if you could maybe say a little bit about the LGBT Q Community its history and how it fits into the story of your study.

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00:19:33.450 --> 00:19:42.270

Molly Makris (she,her,hers): Yes, thank you, thank you for saying that about the work, and I think this was something that was really important for us to make sure we highlighted in the book and.

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00:19:43.470 --> 00:19:54.960

Molly Makris (she,her,hers): We trace the history of as berries sort of importance to the LGBT Q Community it has the longest running gay nightclub it's the first place, to have a same gender marriage in New Jersey and 2004.

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00:19:55.290 --> 00:20:05.340

Molly Makris (she,her,hers): And importantly we argue that that history existed in asbury long before the you know New York Times started covering the quote unquote renaissance of asbury park right and.

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00:20:06.030 --> 00:20:19.650

Molly Makris (she,her,hers): We felt like in asbury the fact that asbury avoided sort of the fate of other Jersey shore communities left as very open, for you know to be a place where the LGBT community could flourish.

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00:20:20.040 --> 00:20:28.620

Molly Makris (she,her,hers): And I think that that's something that came up quite a bit for us this community often gets blamed for gentrification or for the gamification of asbury.

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00:20:29.160 --> 00:20:39.060

Molly Makris (she,her,hers): But the history is really a lot more nuanced than that, and this community is now quite vulnerable to displacement so as we see again like the waves of gentrification and.

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00:20:39.360 --> 00:20:45.420

Molly Makris (she,her,hers): And sort of the I think someone in our book called it, like the big money coming in from New York City in the early 2000s.

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00:20:45.930 --> 00:20:50.220

Molly Makris (she,her,hers): We start to see this Community also feeling very under pressure and.

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00:20:51.060 --> 00:20:57.090

Molly Makris (she,her,hers): Something I think we have to say also, when we were conducting our data clashing it was during the trump administration years.

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00:20:57.480 --> 00:21:06.510

Molly Makris (she,her,hers): And while our research showed that the LGBT community, like the participants that we spoke to do feel you know much more accepted as a community and there's a.

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00:21:06.870 --> 00:21:15.870

Molly Makris (she,her,hers): quote in the book about young people who can articulate their transgender experience and quite a few times we heard about bachelorette the onslaught of bachelorette parties at gay bars right.

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00:21:16.560 --> 00:21:25.530

Molly Makris (she,her,hers): But these LGBT Q residents and visitors also felt a lot of fear and anxiety during this administration and that came up, and this has been a safe place right and.

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00:21:25.950 --> 00:21:34.200

Molly Makris (she,her,hers): That gentrification is making it feel like that is at risk that it might not be able to stay safe place and there's also these intersections there, as you say, of.

140

00:21:34.530 --> 00:21:45.540

Molly Makris (she,her,hers): race and age and socio economic status and homelessness in that population that make it particularly you know at risk for for displacement from gentrification.

141

00:21:46.950 --> 00:21:59.040

Mary Gatta : yeah I would agree, and I think that's what's really powerful just about intersectionality as a lens in our all of our research right being able to kind of parse out what the stratification within.

142

00:21:59.610 --> 00:22:08.460

Mary Gatta : So the ability to see you know when we talked and did focus groups with longtime LGBT Q members of the Community.

143

00:22:09.360 --> 00:22:16.140

Mary Gatta : They were we talked about their history right and what it was like there in the 90s, you know before as molly said, the New York Times game.

144

00:22:16.470 --> 00:22:24.360

Mary Gatta : And wrote stories, so I think that opera that lens in terms of kind of social science, research is really important.

145

00:22:24.600 --> 00:22:36.720

Mary Gatta : And we saw the intersectionality play out across a lot of different variables, and I think that in ways that you know somebody surprised us right, so it was you know and it kind of an exciting lens to use, also as a method methodological.

146

00:22:37.650 --> 00:22:45.330

Molly Makris (she,her,hers): And also, it seems obvious but to say you know the gay community arrived at this time, which brought about gentrification is just so such a.

147

00:22:45.570 --> 00:22:55.500

Molly Makris (she,her,hers): Gross oversimplification like, of course, you know it's like when we say artists arrive, and therefore there was gentrification like there were no artists and communities before that there were no gay residents of asbury Park, all the way back in history.

148

00:22:56.370 --> 00:22:58.770

Molly Makris (she,her,hers): So that that was something very important for us to point out.

149

00:23:00.330 --> 00:23:09.690

Ed Snajdr: yeah so i'll build on that everything about your book is really fighting against over simplification and it really was just going through each chapter.

150

00:23:10.110 --> 00:23:19.740

Ed Snajdr: You know, taking deep dives and getting that lived experience, which is so interesting clearly methodological Lee you know that's that's you know, putting your.

151

00:23:20.370 --> 00:23:27.360

Ed Snajdr: interviews to work and doing those focus groups, I am wondering, though, about the residents of the West side.

152

00:23:27.870 --> 00:23:46.410

Ed Snajdr: And there were some comments that came out some of your informants mentioned, for example, well, we ain't got no research and US outsider researchers do or, that is what you want, so i'm curious whether any of that process was a little contentious.

153

00:23:48.030 --> 00:23:52.020

Ed Snajdr: Or maybe not, but if you could speak to that like doing the data gathering.

154

00:23:54.840 --> 00:24:02.730

Mary Gatta : I mean, I think yeah I mean, I think we know, one of the challenges in all types of kind of ethnographic data gathering in this way.

155

00:24:03.000 --> 00:24:11.850

Mary Gatta : When you are not an insider and if, in the Community, you know you have to recognize your your position in your and where your position ality in particular.

156

00:24:12.180 --> 00:24:20.100

Mary Gatta : And that was something I think that's also a benefit of the collaboration between molly and I were we were able to also kind of do that for each other to right.

157

00:24:20.490 --> 00:24:36.030

Mary Gatta : um and have that as an as a way of kind of really acknowledging who we are and who we aren't in the Community and also acknowledging, you know how fortunate, we were that the our informants shared Their stories with us and share their time with us.

158

00:24:36.540 --> 00:24:49.710

Mary Gatta : um but that it's their story, and that is, you know I think that's something that is ethnography First, we need to be very conscious of and in our work.

159

00:24:50.580 --> 00:25:05.010

Mary Gatta : I mean there was one thing one time in our interviews with a group of residents and we asked about question of do you ever go to the stone pony, which is a very famous bar that Bruce springsteen you know would play out and.

160

00:25:05.640 --> 00:25:12.120

Mary Gatta : And a lot of other live acts and our informants said to us if it does sitting at the table well that's where people like you.

161

00:25:13.980 --> 00:25:22.170

Mary Gatta : So that I think and that moment, is another moment where you know you really need to kind of take in and understand your role.

162

00:25:22.980 --> 00:25:36.870

Mary Gatta : and be very conscious of that and have the the position ality and the privilege that you're you have and really just respect as best to kind of lived experiences that people are graciously sharing with us.

163

00:25:38.400 --> 00:25:47.610

Molly Makris (she,her,hers): yeah I think we are always thinking about how deeply racialized The subject is and and the systemic racism and experiences of our participants in our own position ality.

164

00:25:47.970 --> 00:25:52.920

Molly Makris (she,her,hers): And we can't we can't speak for others right, we can we can share what we learned of.

165

00:25:53.340 --> 00:26:02.100

Molly Makris (she,her,hers): The stories that we learned in this research, and that that was really important to us, I don't remember any particularly like contentious moments, but there would be like.

166

00:26:02.790 --> 00:26:10.320

Molly Makris (she,her,hers): moments where and I had this i've had this and other research as well, where it was like like you guys are stating the obvious like yes, we need like we don't need.

167

00:26:10.680 --> 00:26:14.940

Molly Makris (she,her,hers): Like you were saying we don't need your research to tell us what's happening, this is our lived experience and.

168

00:26:15.390 --> 00:26:25.830

Molly Makris (she,her,hers): it's very important for us to to give voice to that and to recognize as Mary said, our position ality and our privilege and our outsider status and the Community, as we did this, which is incredibly

challenging.

169

00:26:26.250 --> 00:26:37.470

Mary Gatta : And one of the things just to build on that that we hope we can do, and is trying to give back with the research to in the sense of sharing what we learned with.

170

00:26:38.220 --> 00:26:44.370

Mary Gatta : With the with our informants but also with the city officials and different.

171

00:26:44.850 --> 00:27:01.770

Mary Gatta : Individuals who might who are interested in kind of learning, you know what is it that can maybe make a difference right or can, and I think that is also you know, a way of you know, helping to acknowledge just how you know, bring that to the table is important.

172

00:27:03.300 --> 00:27:07.710

Ed Snajdr: yeah that that makes me think about this other question that I had about your work.

173

00:27:08.850 --> 00:27:17.550

Ed Snajdr: couple of things that you see if I can keep it all in my head, but the first is this this the way that as very has this reputation for being.

174

00:27:17.940 --> 00:27:23.490

Ed Snajdr: A diverse space, at the same time that it has always been a very segregated space.

175

00:27:23.970 --> 00:27:31.260

Ed Snajdr: Right, like you, guys talk and one of the things that I love most about your book is is your your rootedness in history.

176

00:27:31.710 --> 00:27:39.150

Ed Snajdr: Right so so gentrification is an extenuation of the very racist practices and principles that this country was founded on.

177

00:27:39.960 --> 00:27:50.820

Ed Snajdr: With the use of black Labor in the way that it has been used over and over again, and now in this moment, you know when you're talking about aesthetic general aesthetic Labor and all of these other things, the question is.

178

00:27:51.150 --> 00:27:59.760

Ed Snajdr: Where is like we talked about making place where is the place for this Community, now that people are saying, well, we don't need your Labor.

179

00:28:00.660 --> 00:28:12.780

Ed Snajdr: And so that so so this historical written, this is amazing in your book and then like I said this idea of a diverse space, but also a deeply racialized and segregated space as well.

180

00:28:14.310 --> 00:28:22.440

Molly Makris (she,her,hers): Right yeah such an important point, I think that the diversity is so much of what locals and newcomers love about asbury park.

181

00:28:22.740 --> 00:28:31.680

Molly Makris (she,her,hers): The rainbow flags are sort of a recurring theme in our book and yet from its founding in 1871 there's been a segregation and anti black racism.

182

00:28:32.040 --> 00:28:40.650

Molly Makris (she,her,hers): And we describe the current divisions in the Community, between the East side, where are we have the boardwalk and the beaches and the new hotels and the asbury ocean club, which is a new luxury.

183

00:28:40.950 --> 00:28:47.730

Molly Makris (she,her,hers): condominium and hotel and those kinds of developments and then this West side, which is largely a community of residents of color.

184

00:28:48.900 --> 00:29:04.290

Molly Makris (she,her,hers): And we do see that you know we go back and look at that, historically and that West side was the West end, which was also a segregated community from the very beginning, and it was very important to us to look at exactly as you say that history there and the way it's reverberating.

185

00:29:05.610 --> 00:29:11.430

Molly Makris (she,her,hers): decades later, and I think these contradictions are like such a part of the story, as well, like asbury park is.

186

00:29:11.910 --> 00:29:22.260

Molly Makris (she,her,hers): One hand it's voted the coolest small town and or one of the coolest small towns in America and on the other, one of the worst places to live in America, so this was something we were kind of sort of constantly constantly holding.

187

00:29:23.730 --> 00:29:27.720

Mary Gatta : yeah absolutely and just building on that, I mean asbury also, I think, is.

188

00:29:28.410 --> 00:29:34.920

Mary Gatta : You know, for all of what and molly just talking about a microcosm for the inequalities that are just persistent throughout our society right.

189

00:29:35.280 --> 00:29:45.390

Mary Gatta : And I think you know it's one square mile city that's one square mile you know where we can you can really see these contradictions see these systems systems.

190

00:29:46.050 --> 00:29:58.290

Mary Gatta : But they represent some of the larger processes that we know that are going on right now and that exactly as you said in your question, or just embedded in the the founding and the structures and the organizations.

191

00:29:59.910 --> 00:30:17.310

Mary Gatta : That we all live in interact with, so I think that you know it offers a lens at the this smaller the city, but this lens is really what it opens up in the lens are really these larger structures around race around gentrification housing and.

192

00:30:17.400 --> 00:30:23.310

Ed Snajdr: etc yeah and powerfully like it suggests that even under the best intentions.

193

00:30:24.360 --> 00:30:33.240

Ed Snajdr: You know, in a place where people are deeply committed to justice and social justice racial justice and these patterns are so.

194

00:30:34.560 --> 00:30:35.670

Ed Snajdr: difficult to.

195

00:30:37.080 --> 00:30:44.400

Mary Gatta : yeah I think that's actually one of also one of the really powerful pieces of asbury park is that.

196

00:30:45.510 --> 00:30:54.210

Mary Gatta : The business owner small business owners, we talked to the city officials that we talked to the advocates, there is a true passion and commitment towards social justice.

197

00:30:55.140 --> 00:31:12.480

Mary Gatta : That that is evidence um you know the small business owners that we talked about talked about wanting to hire local residents, all right um and wanting to kind of bridge the train tracks that divide the the city and the.

198

00:31:13.500 --> 00:31:20.040

Mary Gatta : The workforce development report that came out while we were doing our research was about one asbury right so it's a.

199

00:31:20.790 --> 00:31:28.920

Mary Gatta : city that itself says we have this divide, we need to talk about how we we bring it together, so I think that is.

200

00:31:29.580 --> 00:31:38.940

Mary Gatta : You know, perhaps more unique about asbury um but that it really is tied to I think when we were doing this research, it would we would talk about this, because it would come up over and over.

201

00:31:39.360 --> 00:31:46.860

Mary Gatta : You know, we there's it's almost like there's there's no bad actors per se right, I mean they are really

people who are committed to social justice, but.

202

00:31:47.160 --> 00:31:53.100

Mary Gatta : You know, we live and they live, we all live in this society with the stuff so embedded and so systemic.

203

00:31:53.910 --> 00:32:10.290

Mary Gatta : And we need to read there's so much unpacking there's not one one it's not just okay let's provide employment opportunities, or just need affordable housing right it's the connections between all of these systems that reinforced right and then, how do we kind of unpack.

204

00:32:12.420 --> 00:32:18.690

Molly Makris (she,her,hers): I think, with that, though with that deep commitment and all of these attempts to try to improve it, there is, you know some feeling.

205

00:32:18.990 --> 00:32:25.590

Molly Makris (she,her,hers): Like some people, we spoke to on the West side like Oh, this is happening again oh another study coming in to try to fix this or to try to make it better.

206

00:32:25.860 --> 00:32:35.310

Molly Makris (she,her,hers): It was very important for us to not just you know not be outsiders coming in to add another study to the shelf kind of you know, things that could have happened that never happened for the Community.

207

00:32:36.210 --> 00:32:46.140

Molly Makris (she,her,hers): But yeah but yeah there, there is this deep commitment to it, and I think you know that's not totally different than what we see in other gentrified communities where we often talk about like early stage gentrifiers and.

208

00:32:46.410 --> 00:32:59.040

Molly Makris (she,her,hers): newcomers are very committed locally that actually came up sort of in the LGBT Q Community piece to that as newer residents come in and just place that Community they may be less connected to the causes of the LGBT Q community and the local community.

209

00:32:59.430 --> 00:33:13.560

Molly Makris (she,her,hers): So I think, as various is a city on the precipice and it has this deep commitment to it, right now, and something very important, you know to us is to see that that is maintained and and not lost as like gentrification turns into potentially someday super gentrification.

210

00:33:16.140 --> 00:33:16.320

yeah.

211

00:33:18.240 --> 00:33:19.260

Ed Snajdr: No go ahead, please.

212

00:33:19.440 --> 00:33:21.720

Mary Gatta : I was gonna say when you when we talked with different.

213

00:33:22.350 --> 00:33:35.700

Mary Gatta : resident small business owners, for example, many of them would say that was one of the reasons why they wanted to bring their have their business in asbury right, so the because it was a, it is a city that is focused.

214

00:33:36.030 --> 00:33:42.060

Mary Gatta : With a commitment towards social justice right, so they That was a draw for them to bring their their retail business.

215

00:33:43.170 --> 00:33:59.910

Mary Gatta : For example, so I think that is something that you know, keeping that as a central I think might be one of the challenges in the next 10 years that asbury will be facing is, as you know, if it moves into like as molly said, you know, the fear of a super gentrification.

216

00:34:02.280 --> 00:34:13.590

Ed Snajdr: yeah did you want to ask something else sure, I just wanted to build on that because it takes us back to intersection ality and how important that kind of lens and approaches.

217

00:34:14.070 --> 00:34:19.050

Ed Snajdr: that's know graphically because you're looking at divides that are created through gentrification.

218

00:34:19.860 --> 00:34:31.590

Ed Snajdr: And those devices are not just simply you know, building on racism in the US that's clearly there, but the age divide and the class divide is really apparent in your data.

219

00:34:32.130 --> 00:34:44.070

Ed Snajdr: And it suggests that those things are not going to be solved as gentrification progresses, so you know, I think that approaches is very profound and what you're able to reveal.

220

00:34:46.560 --> 00:34:53.160

Mary Gatta : yeah I would agree, I mean, I think I mean, I think that at the intersection of lens it was really what allows us.

221

00:34:53.520 --> 00:35:04.560

Mary Gatta : To see the the age, for example with somewhat of a surprise and our research right like that, and when we went and did observations, for example on the east side, we observed right young residents.

222

00:35:04.980 --> 00:35:12.450

Mary Gatta : Of color working in those hotels and boutiques boutique retail, so we you know, I think that is.

223

00:35:13.290 --> 00:35:28.860

Mary Gatta : also speaks to the importance of ethnography I mean because we conducted so many interviews and focus groups and we went and did observation, so we spent you know, a huge amount of time right in asbury Park, and I think that is where qualitative ethnographic research.

224

00:35:29.910 --> 00:35:34.830

Mary Gatta : really can make a difference that you wouldn't see in the you know just sort of an under.

225

00:35:35.310 --> 00:35:49.260

Mary Gatta : Analysis of the Labor market right i'm using bls the Bureau of Labor statistics data or something so I think it's also the method that really you know, I think it was really important to our to our book.

226

00:35:50.520 --> 00:35:53.160

Molly Makris (she,her,hers): And I think you're right it's not going to get better right.

227

00:35:53.640 --> 00:36:00.930

Molly Makris (she,her,hers): Further gentrification so Mary and I sort of have been calling for you know, without big bold action to address these kinds of.

228

00:36:01.260 --> 00:36:08.280

Molly Makris (she,her,hers): systemic issues we're not going to see you know a great improvement in these kinds of divides and and problems in the Community.

229

00:36:08.580 --> 00:36:19.320

Molly Makris (she,her,hers): But we do try to point in the book to a few examples of programs that are trying to overcome these sort of employment barriers for local residents, and you know we have.

230

00:36:20.040 --> 00:36:34.770

Molly Makris (she,her,hers): Ideas around what could help to improve the situation and help long term residents and older residents and in terms of workforce and being able to stay and and in asbury as it if it continues to you know gentrify and become more expensive.

231

00:36:38.130 --> 00:36:44.040

Ed Snajdr: So a lot of its development in the United States, and you know I i'm when I think about.

232

00:36:44.970 --> 00:36:53.610

Ed Snajdr: You know, in our book, we talked about holding a place for everyone right and and old school brooklyn seems to be the kind of place where there was a place for everyone and that's you know.

233

00:36:53.850 --> 00:37:00.090

Ed Snajdr: it's called what the science and that's what the sign said, there was a place for you on the street there's a place for you in the Community and.

234

00:37:00.930 --> 00:37:20.010

Ed Snajdr: You know from housing developments to to you know large scale urban developments to this kind of seasonal beach development kind of places it seems like all of these Labor markets now are targeting stage of life and not different class structures right so.

235

00:37:21.390 --> 00:37:35.430

Ed Snajdr: So then there's nowhere, for you know when you think about a school and everything that it takes to run a school like well where did the people who started the lunches live in this Community right because they're still only making a certain amount of money, but the housing.

236

00:37:37.380 --> 00:37:43.260

Ed Snajdr: has skyrocketed because people you know so i'm just wondering what you think about that, like.

237

00:37:44.940 --> 00:37:46.020

Ed Snajdr: In terms of Labor.

238

00:37:47.760 --> 00:37:53.550

Mary Gatta : I mean, I think yeah I think tied to exactly what you're saying and kind of what molly was just saying is that.

239

00:37:53.760 --> 00:38:14.790

Mary Gatta : Some of these issues aren't going to be solved by asbury park city officials right, I mean so part of it is tied to larger issues around our Labor market, we know that you know minimum wage is nowhere near a living wage right um and we know that in many of the jobs.

240

00:38:16.230 --> 00:38:23.820

Mary Gatta : that there are no benefits right there's no retirement benefits there's no health care benefits right so and we also have the small business owners.

241

00:38:24.360 --> 00:38:43.380

Mary Gatta : can't do that, I think, small business owners, you know, despite their real commitment to social justice, you know, in many ways themselves were afraid of being displaced out of business right, so how then do we talk about really economic raising workers and into economic security.

242

00:38:44.490 --> 00:38:55.260

Mary Gatta : When the larger structures are at play and I think that requires no matter as we're not more than just asbury right, it requires state it requires federal intervention.

243

00:38:55.740 --> 00:39:04.770

Mary Gatta : In order to say these jobs matter these jobs have skills they provide opportunities, but we have to talk about living wage jobs, we have to.

244

00:39:05.370 --> 00:39:18.480

Mary Gatta : You know I would argue, we have to We talked but decouple health insurance from your employment right so that interview people can do jobs they love right, I mean one of the things, many of the workers, we talked to

really enjoy the work they're doing.

245

00:39:19.890 --> 00:39:27.360

Mary Gatta : But do that and be able to you know, for their rent afford their housing afford food for themselves so when the.

246

00:39:28.020 --> 00:39:40.830

Mary Gatta : lunch aids at the school can't afford to feed themselves that's that's a problem and that really requires an F, I mean it really does require new social contract, where we broadly.

247

00:39:41.640 --> 00:39:55.980

Mary Gatta : say, these are this is work, this is important work, but we have to talk about interventions that can really ensure that people in these jobs are able to move into an you know, an economic security life.

248

00:39:57.180 --> 00:40:03.870

Molly Makris (she,her,hers): And we talk about also support for small businesses that want to hire locally and want to be able to do right by their employees.

249

00:40:04.200 --> 00:40:09.180

Molly Makris (she,her,hers): Again, there was a deep commitment to this and small businesses, so much the character of asbury park and.

250

00:40:10.020 --> 00:40:17.700

Molly Makris (she,her,hers): You know there's a fear with all those business owners that they're going to be priced out and that they won't be able to maintain their businesses and their commitment.

251

00:40:18.420 --> 00:40:33.450

Molly Makris (she,her,hers): locally and many of them are doing very creative creative ways of supporting employees and supporting the local community, but that, like they can't do it alone right so without these larger policy shifts and initiatives it's it's a very difficult battle.

252

00:40:36.090 --> 00:40:47.250

Ed Snajdr: So, building on that I know that new Labor regimes have started to emerge, but in different ways, like different uses of property so airbnb.

253

00:40:48.090 --> 00:40:58.770

Ed Snajdr: You know the confluence of technology and the use of your home or your space kind of figures into your into your story of asbury park as well, and the changes and i'm a.

254

00:40:59.220 --> 00:41:18.360

Ed Snajdr: Little curious if you could say a little bit about that night, I think there was a part in the book where you mentioned a neighbor actually i'm kind of told on somebody called the town, because there is a law that is restricting the use of airbnb.

255

00:41:19.380 --> 00:41:20.220

Ed Snajdr: In the city.

256

00:41:23.940 --> 00:41:33.210

Molly Makris (she,her,hers): yeah I would say we we didn't go too deep into looking at that that was a battle brewing while we were doing our work actually was around airbnb.

257

00:41:34.350 --> 00:41:43.260

Molly Makris (she,her,hers): With you know with stakeholders really on both sides, there were local like long you know local longtime residents who felt like they should have the right to rent out their property.

258

00:41:43.770 --> 00:41:48.480

Molly Makris (she,her,hers): Who were very upset by the move, but then there were a lot of people who felt like actually.

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00:41:48.900 --> 00:41:55.590

Molly Makris (she,her,hers): Saying no to short term Rentals like airbnb and and those services was the best thing that could be done to prevent gentrification.

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00:41:55.980 --> 00:41:59.880

Molly Makris (she,her,hers): And really to help the local community so that was definitely like.

261

00:42:00.270 --> 00:42:06.180

Molly Makris (she,her,hers): It was like very salient when we were when we were doing our research that there that there was a pretty big divide in the Community.

262

00:42:06.480 --> 00:42:12.840

Molly Makris (she,her,hers): And I think it's something we were kind of interested in too, because it was much easier for us to look at sort of the perspective of big developers.

263

00:42:13.650 --> 00:42:19.350

Molly Makris (she,her,hers): In the Community who get a lot of attention, so I star who's like the boardwalk developer at from out of New York City.

264

00:42:19.710 --> 00:42:30.390

Molly Makris (she,her,hers): You know there's a lot of press and a lot of attention around that but something that's harder kind of to dig deeper on are, the more local like small landlords and and Homeowners and what's happening there and I think.

265

00:42:30.990 --> 00:42:39.570

Molly Makris (she,her,hers): You know it's a good question and it's definitely something we heard about, although i'm not sure that we looked at it in terms of Labor married you.

266

00:42:39.630 --> 00:42:47.160

Mary Gatta : know we know we didn't look at it in terms of you know, the work that goes into it and using that as a source of income for example which.

267

00:42:47.580 --> 00:43:02.190

Mary Gatta : Which people do um, but I also think it highlights to kind of a larger umbrella around kind of the individual versus a collective like what so the solution is okay let's rent out a room to pay our mortgage right.

268

00:43:03.000 --> 00:43:13.380

Mary Gatta : Or, as opposed to kind of let's think about well how collectively, can we talk about whether it's policy, whether it's programs to raise everyone, so I think that.

269

00:43:13.770 --> 00:43:26.310

Mary Gatta : And that's obviously airbnb is not just an asbury thing it's something that we see you know all over and these battles all over because it also you know changes, sometimes the character of the area.

270

00:43:26.970 --> 00:43:40.230

Mary Gatta : That that people are coming toward, but I think it also just gets it something that we we just see broadly in our society, which is people are are really struggling right now i'm, particularly after our research in light of coven.

271

00:43:40.770 --> 00:43:45.960

Mary Gatta : On the impact of coven but um people are struggling economically and.

272

00:43:46.770 --> 00:44:02.430

Mary Gatta : truck pat using patchworks to try to put it together like Okay, I have the ability to rent a room i'm going to do it and that just lets us kind of push down the road the larger structural changes that that need to happen in order to really people up.

273

00:44:03.180 --> 00:44:11.130

Molly Makris (she,her,hers): would say something interesting about sort of the new market what's happening right now, with so many people working from home and being able to do that.

274

00:44:11.490 --> 00:44:19.980

Molly Makris (she,her,hers): Is the way that that's also affecting you know, while so many people are struggling during this pandemic, we see vacation home ownership on the rise.

275

00:44:20.700 --> 00:44:32.730

Molly Makris (she,her,hers): You know in asbury they actually had the most expensive sale of a property ever this summer during you know, during the coven 19 pandemic, it was a property listed at \$5.9 million in the asbury ocean club.

276

00:44:33.090 --> 00:44:50.490

Molly Makris (she,her,hers): So you know, the way that, like our our ability to work from home and and the

technologies that support some people in doing that is allowing greater seasonal gentrification perhaps down the road and not helping with the inequities that we already had observed in the Community.

277

00:44:52.800 --> 00:44:54.540

Ed Snajdr: wow that's really something.

278

00:44:56.820 --> 00:45:04.620

Ed Snajdr: So, so there, there are these you know huge structural economics and political issues that that I think your book makes clear that.

279

00:45:04.980 --> 00:45:12.960

Ed Snajdr: Individuals with their best intentions just are not equipped to do it, I mean and and largely and I think your book tells us this because they're working.

280

00:45:13.770 --> 00:45:23.940

Ed Snajdr: Right so like business small business owners are working they're working really hard to keep their own families fed and to keep their business and in place and so that so.

281

00:45:24.780 --> 00:45:37.140

Ed Snajdr: So I guess you know we We understand that right that the economy is really shaping what's happening here, and unless there are huge political shifts but but maybe getting back into the cultural questions.

282

00:45:38.250 --> 00:45:41.610

Ed Snajdr: At and I are both interested in signage and we're interested in in what.

283

00:45:42.360 --> 00:45:52.620

Ed Snajdr: How signs point to certain things, and so you guys say it right, right at the beginning of the book that when you get off the train or you know when you get into the town everything points east.

284

00:45:53.370 --> 00:46:02.910

Ed Snajdr: And i'm wondering if you can talk a little bit about those those cultural things that might help shift, and I know again like.

285

00:46:03.780 --> 00:46:16.440

Ed Snajdr: I think we all agree that it's political and economic that really has to shift but, but there are cultural mechanisms that also come to play and in valuing land and valuing space So could you talk a little bit about that.

286

00:46:17.100 --> 00:46:27.060

Molly Makris (she,her,hers): yeah, and I mean in asbury yes, historically, there were signs literally prohibiting black residents of the West and from swimming during the day on the beach and.

287

00:46:27.450 --> 00:46:32.340

Ed Snajdr: So do you have pictures of those and do you have did you see those it's like.

288

00:46:32.460 --> 00:46:33.420

Molly Makris (she,her,hers): Could you slow we.

289

00:46:33.510 --> 00:46:33.900

Molly Makris (she,her,hers): get in.

290

00:46:35.010 --> 00:46:48.780

Molly Makris (she,her,hers): No, but I love your your sort of interest in science and aesthetics had me thinking a lot about that in asbury and how you know we looked at, like the visual science today, and I would say, you know, like we looked at rainbow flags and the murals created by artists and.

291

00:46:50.070 --> 00:46:55.560

Molly Makris (she,her,hers): boardwalk regulations or signs for beach badges or the Bradley statue that we start the book talking about.

292

00:46:56.610 --> 00:46:59.850

Molly Makris (she,her,hers): So we looked at, we looked at those signs, but we didn't look at the history and.

293

00:47:00.960 --> 00:47:07.020

Molly Makris (she,her,hers): Mary said I think it's yeah David goldberg is a historian who's done a lot of work on on the sort of like.

294

00:47:08.580 --> 00:47:16.170

Molly Makris (she,her,hers): segregation of the Jersey shore and asbury and other places, so we you know looked at his work, a lot when we did the history we didn't do our own.

295

00:47:17.310 --> 00:47:23.430

Molly Makris (she,her,hers): Like archival analysis there, but you know, yes, like so there were literally signs prohibiting it.

296

00:47:23.880 --> 00:47:30.420

Molly Makris (she,her,hers): From what we understand, historically, and I would say, today there aren't you know written out signs, but there are cues in these very different ways.

297

00:47:31.260 --> 00:47:45.480

Molly Makris (she,her,hers): So you know we talked to people who still thought I mean a big part of our study shows it westside residents largely people of color longtime residents and asbury park still don't feel comfortable on the beach still don't access the beach.

298

00:47:47.010 --> 00:47:55.830

Molly Makris (she,her,hers): And there are there are many different reasons for that that we explore in the book one is that people who aren't from New Jersey might not know, but you pay to go to the beach in New Jersey.

299

00:47:56.190 --> 00:48:02.670

Molly Makris (she,her,hers): So while children under 12 are free, they don't go to the beach alone, usually so it does cost money to go to the beach during.

300

00:48:03.180 --> 00:48:09.390

Molly Makris (she,her,hers): You know before 5pm usually so many of the reasons we talked to either didn't go to the beach or go after 5pm.

301

00:48:09.990 --> 00:48:16.110

Molly Makris (she,her,hers): there's also parking issues there's lack of interest in the beach so when we were doing our case study with iron man named Elijah.

302

00:48:16.560 --> 00:48:24.990

Molly Makris (she,her,hers): younger boy was seven came in the room, was talking to him and we just asked him, it was a really hot summer day and we said you go to the beach like ever and he was just like no.

303

00:48:25.440 --> 00:48:31.770

Molly Makris (she,her,hers): And for us, as you know, outside well for me as an outsider who had come previously to asbury for the beach, it was just you know.

304

00:48:32.160 --> 00:48:44.640

Molly Makris (she,her,hers): Really telling to have that exchange, so I think the side the kinds of signs and signals obviously are not written out these days, but we have many examples of them in the book so whether it's please know the feelings of over policing.

305

00:48:45.330 --> 00:48:51.240

Molly Makris (she,her,hers): We have examples of young people are longtime residents feeling like not wanted and restaurants.

306

00:48:52.260 --> 00:48:54.510

Molly Makris (she,her,hers): Those are the kinds of cues and signs that we explored.

307

00:48:54.990 --> 00:49:02.820

Mary Gatta : yeah and one thing I mean i'm a sociologist by training, not an anthropologist, but one thing I think you're probably be interested in is just the train tracks.

308

00:49:03.990 --> 00:49:18.690

Mary Gatta : The that literally divide the East side and the West side, and we have one quote in the book I kind of see find it in my notes that were one of our performance in the West side said just how emotional, it is to cross train tracks right, I mean it's a.

309

00:49:18.870 --> 00:49:21.180

Molly Makris (she,her,hers): Literally it's tough to make it across the road.

310

00:49:21.270 --> 00:49:28.680

Mary Gatta : Exactly I mean, I think that you know, is it thinking about your work is really interesting.

311

00:49:29.850 --> 00:49:44.640

Mary Gatta : You know, as to think about like the train tracks themselves just serve as this, you know barrier and you let it get on your really and one square mile so it I think that's another powerful.

312

00:49:46.440 --> 00:49:51.090

Mary Gatta : icon in the town right and the train tracks are what bring people in to the beach right.

313

00:49:52.200 --> 00:49:57.540

Mary Gatta : And how difficult it is, have for this one person just you know cross over to the train tracks.

314

00:49:58.710 --> 00:50:12.720

Ed Snajdr: yeah that's so fascinating and I wonder, like you know when we talk about bringing our research to the communities, you know these these are such important findings that you could take to the east side and tell people like.

315

00:50:14.550 --> 00:50:31.170

Ed Snajdr: You know how do we find common ground on the east side right because, on the West side you know, again, I mean it's that maybe you can talk about that park on the West side that is this this space now as common ground but that's also like common ground on the West side.

316

00:50:33.240 --> 00:50:33.930

Mary Gatta : yeah.

317

00:50:35.370 --> 00:50:45.600

Mary Gatta : yeah absolutely that part of that park is a great example where residents come together, we went to some of the concerts and i'm on, but it was on the West side and she said.

318

00:50:46.440 --> 00:51:06.690

Mary Gatta : You know the it's interesting the asbury hotel explicitly set up their lobby as a as a community gathering place so when you go in there there's like couches like a coffee house kind of sitting and really encouraging people are designing it for space for everyone right i'm sorry.

319

00:51:07.290 --> 00:51:08.040

Molly Makris (she,her,hers): A pool table.

320

00:51:08.070 --> 00:51:10.260

Mary Gatta : As a pool table right exactly the whole.

321

00:51:10.440 --> 00:51:19.380

Mary Gatta : kind of idea that this is a space for everyone, and we did observe people you know, a diversity of people using it and working their butt.

322

00:51:20.130 --> 00:51:25.590

Mary Gatta : You know it's sort of like it's there, but then it's not just the geography, that you need or the building that you need.

323

00:51:25.860 --> 00:51:45.330

Mary Gatta : it's also the what you will get out and you're a great more of the the feeling of openness, the feeling of being welcome the feeling of not standing out right um I think that is you know harder right to get at um but it that's what really were some of that that barrier lovelace.

324

00:51:46.290 --> 00:51:50.850

Molly Makris (she,her,hers): And we did we did explore some other examples, I think, on the east side of you know.

325

00:51:51.120 --> 00:52:03.180

Molly Makris (she,her,hers): And I think he said residents would probably feel Similarly, similarly to West side residents when they heard this finding like it's not a surprise right like they're working on this and they're aware of you know, everybody in the Community is aware of this.

326

00:52:03.900 --> 00:52:09.630

Molly Makris (she,her,hers): But we did like the asbury hotel that Mary mentioned has the salt school program for workforce development.

327

00:52:10.140 --> 00:52:17.910

Molly Makris (she,her,hers): This is on the West side, but there was the coolest CAFE that we feature in the book and they're part of this interfaith neighbors workforce development and.

328

00:52:18.150 --> 00:52:23.430

Molly Makris (she,her,hers): They do all sorts of other affordable housing and urban farming and great initiatives that kind of help the whole Community.

329

00:52:24.060 --> 00:52:37.260

Molly Makris (she,her,hers): We did hear about you know, a group, they got together to raise money for beach badges for people on the West side, but then, how do you spread the word, how do you make that happen, how do you implement that or free surf surf school, I think, was something maybe we heard about.

330

00:52:39.060 --> 00:52:47.010

Molly Makris (she,her,hers): Towards the end actually I think this was like at the very end of our research, there was an e scooter program that started in asbury as it did in and a couple other places.

331

00:52:48.540 --> 00:52:58.860

Molly Makris (she,her,hers): And that actually showed some promise a scooter program sort of in general, show that

they tend to attract a more diverse user base than like a city bike or bike share programs.

332

00:52:59.250 --> 00:53:09.810

Molly Makris (she,her,hers): But it was ended, I believe, when cove it began, for you know, a variety of reasons, but something like that that can kind of like literally bridge the geography, I think, is an interesting thing to think about.

333

00:53:11.970 --> 00:53:20.220

Molly Makris (she,her,hers): But yes, I mean, I think we had we saw a lot of dedicated activists who are trying to bridge those divides, so I think they'd be very receptive to ideas that we bring forth from the book.

334

00:53:20.490 --> 00:53:20.850

Ed Snajdr: mm hmm.

335

00:53:23.160 --> 00:53:27.120

Ed Snajdr: yeah and you guys talk about your informants saying that.

336

00:53:28.200 --> 00:53:34.620

Ed Snajdr: There are signs of the window that say that people are hiring and then, when they get in there, and that was one of the biggest.

337

00:53:35.100 --> 00:53:45.090

Ed Snajdr: Like one of the quotes from your informants that really stood out to me it's on page 64 where he says that he he went in and he expected to be hired because.

338

00:53:45.450 --> 00:54:00.930

Ed Snajdr: They want diversity, like you know again like people see this, you know what what you've kind of operationalize and written about people see like oh asbury so open and and people want diversity, and you know I can fill that that role, and then there he's he's told no we're not hiring.

339

00:54:03.300 --> 00:54:09.330

Ed Snajdr: So so there's there's all this contradiction, I guess that you keep uncovering.

340

00:54:10.320 --> 00:54:11.040

Molly Makris (she,her,hers): yeah there's that.

341

00:54:11.550 --> 00:54:14.070

Molly Makris (she,her,hers): He says like money is green so he might you know.

342

00:54:15.270 --> 00:54:18.840

Molly Makris (she,her,hers): Like why why wouldn't you be hiring for me, and I can speak to that.

343

00:54:19.830 --> 00:54:26.670

Molly Makris (she,her,hers): But yeah I think what we found is that it's you know it's not just that money is screen some of these establishments, the aesthetics, the vibe matter a lot.

344

00:54:26.970 --> 00:54:39.150

Molly Makris (she,her,hers): I think one of our participants called it, the production quote unquote of asbury park and what that production is going to look like and we saw sort of that same feeling multiple times during our research this idea that.

345

00:54:40.500 --> 00:54:48.270

Molly Makris (she,her,hers): westside residence feel a little bit like I said duped by the rhetoric right that there's like a quote in the book when one resident says.

346

00:54:49.230 --> 00:54:56.070

Molly Makris (she,her,hers): How many times, can you do me dirty and then say let's try this again so like we've done this you've told me this and, like, I still not getting the job.

347

00:54:57.510 --> 00:55:07.380

Molly Makris (she,her,hers): Or the developments not coming or the West side hasn't changed, and like how many times, are we going to hear that, so I think there is, you know very fair skepticism that we encountered in that way.

348

00:55:09.630 --> 00:55:12.330

Mary Gatta : yeah and I would say to you know if.

349

00:55:12.840 --> 00:55:23.430

Mary Gatta : I think what's also just fascinating it that asbury is that it's a microcosm of of larger issues right, so this is not what you're describing and while it's disturbing it's not something that just happens in asbury with us very.

350

00:55:24.180 --> 00:55:36.630

Mary Gatta : hiring right it's something that we see through out our Labor market right and the this idea of a static and a cultural fit right in workplaces and how people.

351

00:55:37.650 --> 00:55:46.290

Mary Gatta : Are subjectively chosen for jobs right and how different how race how gender sexuality age.

352

00:55:47.040 --> 00:55:54.630

Mary Gatta : All impact those decisions and in very subtle ways right, so I think you know when we think about just.

353

00:55:55.200 --> 00:56:08.730

Mary Gatta : You know the production of Labor broadly I mean I think asbury provides like a great lens to look at it and also a lens of thinking, you know how do we break this down right, how do we disrupt these.

354

00:56:09.600 --> 00:56:15.720

Mary Gatta : These implicit bias right, how do we disrupt disrupt these networks that even just lead people to certain

jobs right.

355

00:56:16.080 --> 00:56:25.410

Mary Gatta : I mean, we see that, with our students are cuny students right um you know how do we disrupt networks that that to help get active help gain access.

356

00:56:25.860 --> 00:56:40.920

Mary Gatta : Whether it's through internships whether it's through work, study or classes right so that I think is something that you know we have to broadly talk about with our with our Labor market and it's hard to do because it's it's it's very hard to you know acknowledge that, I mean.

357

00:56:42.120 --> 00:56:46.080

Mary Gatta : And, and even just like unpack it to say you know the.

358

00:56:47.880 --> 00:56:51.690

Mary Gatta : Black oh gladwell wrote about the blink moment right where.

359

00:56:52.050 --> 00:57:05.970

Mary Gatta : People make a decision in like three or four seconds about about a perspective person well that's all within implicit bias right wrapped up, so how, how do we begin to break that process is something larger that I think we should be talking about more yeah.

360

00:57:08.280 --> 00:57:18.870

Ed Snajdr: And you guys definitely give a lot of food for thought, you know throughout the book and I was just wondering about your last paragraph, you know as residents of brooklyn and gentrifiers of brooklyn as well.

361

00:57:20.190 --> 00:57:39.210

Ed Snajdr: The last part about how you know the big hope is that asbury doesn't become just to brooklyn by the sea, I guess, and so I wonder, you know if you want to talk a little bit about you know your your visions or your your informants visions for how you can avoid.

362

00:57:40.710 --> 00:57:46.830

Ed Snajdr: You know that train that it does does seem to be coming at us in the neoliberal.

363

00:57:48.240 --> 00:57:48.780

Ed Snajdr: world.

364

00:57:49.440 --> 00:58:01.650

Molly Makris (she,her,hers): yeah well well gee to our local brooklynites here we're back that ending of the book and I appreciate, also the like the thinking about our own role in all of this as well.

365

00:58:02.310 --> 00:58:05.430

Molly Makris (she,her,hers): As someone who studied another gentrified community in which I lived.

366

00:58:06.420 --> 00:58:15.450

Molly Makris (she,her,hers): But I do think this is something obviously was sort of a brooklyn was used in like by people in our research is sort of a stereotype of a place that's like gentrification gone wild right.

367

00:58:16.020 --> 00:58:28.470

Molly Makris (she,her,hers): We also heard about the Krishna owned Pier village in long branch New Jersey nearby asbury we heard about hoboken New Jersey, we talked about in the book about the meatpacking district, and you know Castro and traditionally.

368

00:58:28.740 --> 00:58:33.480

Molly Makris (she,her,hers): gay neighborhoods and beach neighborhoods that have also experienced this sort of wave of gentrification.

369

00:58:34.020 --> 00:58:41.310

Molly Makris (she,her,hers): And you know I certainly don't think asbury right now is is brooklyn heights you know that's been examined as a super gentrified community.

370

00:58:41.520 --> 00:58:54.780

Molly Makris (she,her,hers): But when I was looking at your book that explores brooklyn you know in like what 15 plus you know beginning and, like the early 2000s, it was really feeling, it was really resonating with me in our work in asbury park and sort of where as very is right now.

371

00:58:55.890 --> 00:59:06.000

Molly Makris (she,her,hers): And I think our hope is that we have now seen this, we have no studied this so much that can can a city with the best of intentions, from many people.

372

00:59:06.900 --> 00:59:11.820

Molly Makris (she,her,hers): You know, stand up to those powerful forces of capitalism and development and really.

373

00:59:12.570 --> 00:59:20.520

Molly Makris (she,her,hers): creatively think about the future and I I can't say that I feel more positive in this moment, since we finished our book.

374

00:59:21.030 --> 00:59:26.910

Molly Makris (she,her,hers): With everything that's happened because the problems that we we discussed in our book of only amplified for small business owners.

375

00:59:27.540 --> 00:59:36.030

Molly Makris (she,her,hers): for local westside residents, the problems have, of course, the deep deep and equity is around healthcare and education and the funding of education.

376

00:59:36.810 --> 00:59:47.640

Molly Makris (she,her,hers): are much worse than they were when we were when we were finishing our work, so you know I guess Our fear is that in moments like this, you know shock doctrine can prevail and.

377

00:59:48.090 --> 01:00:00.150

Molly Makris (she,her,hers): There can be a real reliance on big developers or large chains are places that have the capital to make it through these moments, so a place like asbury is is going to really need to be dedicated to the long term vision.

378

01:00:01.410 --> 01:00:09.390

Molly Makris (she,her,hers): To be able to avoid the fate, you know to be able to avoid being another brooklyn on the beach, which I think is our last fine.

379

01:00:10.410 --> 01:00:17.160

Mary Gatta : yeah and I would agree, I mean, I think you know now more than ever in a coven world that.

380

01:00:18.420 --> 01:00:29.850

Mary Gatta : You know where so many of the businesses that you know, are in asbury really have come through a very difficult difficult year in New Jersey dining.

381

01:00:30.570 --> 01:00:43.830

Mary Gatta : Well, obviously we have the lockdowns and then indoor dining all summer was at 25% so one rainy weekend right so you're taking already a short season and then you're cutting back on the.

382

01:00:44.520 --> 01:01:02.730

Mary Gatta : amount of business, they can have, and then the weather, which no one can control right one rainy weekend just is there's no options right you can't outdoor dying, you know, in a thunder and lightning storm, so I think that um you know what we see in terms of.

383

01:01:03.780 --> 01:01:23.790

Mary Gatta : Going forward from when we ended the book right before coven before we even knew coven was the thing to now where we have you know seen businesses really struggling we have you know just amplify the racial inequities in terms of health care in terms of.

384

01:01:25.230 --> 01:01:40.620

Mary Gatta : economic insecurity education um we're asbury in places like it will be going, I think, is really important, more important than ever, and I think it also points to we can't go back to sort of the same solutions, we always talk about.

385

01:01:41.550 --> 01:01:55.470

Mary Gatta : around these issues like my hope is, I think that this can be a real moment of change that we can you know we have gone through you know, a history as you've talked as you talk about.

386

01:01:56.220 --> 01:02:09.180

Mary Gatta : And we've gotten to this point and then this past year we've added on the global pandemic, in addition to

you know, a really an you know clear calls for Racial justice and.

387

01:02:10.620 --> 01:02:22.590

Mary Gatta : And also, you know, we also have come through a tumultuous time in this past month right in terms of political unrest right so they're all of these.

388

01:02:23.490 --> 01:02:34.140

Mary Gatta : Larger structural factors well the business owners in asbury are truly just trying to hang on and the workers other residents, the same thing.

389

01:02:34.860 --> 01:02:44.460

Mary Gatta : So I think we have to, or at least broadly the, we have to think beyond our normal or typical kind of policy and.

390

01:02:44.940 --> 01:02:52.200

Mary Gatta : actually talk about where are we today in 2021 and what have we learned coming kind of through this.

391

01:02:52.980 --> 01:02:59.310

Mary Gatta : So even that last paragraph in the book, you know now I mean again we finished us right below the end of 2019.

392

01:02:59.670 --> 01:03:13.560

Mary Gatta : So thinking about where this goes now, I think, is more more important than ever, I mean foreclosures are another thing and evictions, you know that is gonna you know we have to really begin really think differently.

393

01:03:16.110 --> 01:03:28.800

Ed Snajdr: Well, I certainly think that your your work gentrification down the shore is a place to start and certainly you know, gives us that kind of very insightful and detailed experience oriented.

394

01:03:29.730 --> 01:03:37.260

Ed Snajdr: case study of this very particular type of gentrification so it's just been wonderful talking to about about this and.

395

01:03:37.710 --> 01:03:44.340

Ed Snajdr: And I hope I can encourage people more you know get out there and take a look at this book it's a great read.

396

01:03:45.090 --> 01:03:55.350

Ed Snajdr: Thank you yeah I feel really fortunate to have been able to read it and to talk to you guys about it and to meet you and i'll certainly be putting it on my syllabus as well, so thank you so much.

397

01:03:55.950 --> 01:04:01.800

Ed Snajdr: For, for you know meeting with us and talking with us and sharing your your really wonderful work with us.

398

01:04:02.370 --> 01:04:03.930

Mary Gatta : Thank you so much for inviting us.

399

01:04:04.320 --> 01:04:08.790

Molly Makris (she,her,hers): Yes, thank you and we definitely learned from looking at your work in advance as well.