

**MINUTES
ECONOMIC DEVELOPMENT COMMISSION
TOWNSHIP OF MONROE
MARCH 19, 2012**

The Regular Meeting of the Monroe Township Economic Development Commission was called to order by Chairperson Michael Kretschmer at 7:00PM in the Joe Pace Meeting Room of the Municipal Complex. Notice of this meeting was given as required by the annual notice of meetings.

Chairperson Michael Kretschmer led the Commission in the salute to our flag.

ROLL CALL

Present: Christine Feggans, Michael Kretschmer, Anthony (Tony) Langella, Victor Peters, John (Bud) Robinson, Jared Valdez, Cncl. Ron Garbowski

Excused: Sharene Ginyard

APPROVAL OF MINUTES

Michael Kretschmer noted that the February attendance record listed a vacant position; Aileen explained this was mistakenly left on the record and that this most recent vacant position has been filled by Christine Feggans. Vic Peters made a motion to approve the minutes as submitted of the Economic Development Commission Meeting of February 13, 2012. The motion was seconded by Tony Langella and approved by all remaining members of the Commission in attendance.

CORRESPONDENCE, REPORTS AND OTHER MATTERS

Michael mentioned to the Commission that he spoke with Jason Painter from Astro Signs in reference to the Welcome Signs; Jason noticed there was a discrepancy in the sign dimensions between NJDOT regulations and the Commission's request. All sign specifications were approved by the township engineers. Jason wanted to make sure there will be no problems that would arise, so he will contact ARH Engineers and have them contact the members in reference to an updated status of the sign.

Michael attended the DRMI Session in Red Bank, NJ on February 15, 2012; 26 communities attended this event. He said that it was a good session that focused on how to advertise a town's "main street" and he also had the opportunity to meet other South Jersey towns' Economic Development Commission members.

Christine noted that she visited Ocean City, NJ and informed the Commission that there will be a new mall opening on Asbury Drive, consisting of 50-60 stores on the first floor and adding on a second floor a year later. She also mentioned that there is a new store going in the Amish Market in town – "Dazzle", they have children's birthday parties where the children get dressed up in dress-up clothing/costumes.

Michael said he wanted to discuss the Business Directory and mailers with the Commission. He asked if the members looked over the list of township businesses and asked if there are any changes that need to be made before mailing the postcards for the Business Seminar. Jared Valdez said to let him know of any changes and he will edit the list. Michael said the cost of 1,000 1-sided mailer postcards is \$520 with first-class postcard postage.

CORRESPONDENCE, REPORTS AND OTHER MATTERS (cont'd)

As requested at the previous month's meeting, Aileen had asked the Township Clerk about postage for the postcards. The cost for each postcard to mail would be 32 cents, mailed by the Township Clerk's Office. The members discussed whether to mail 1-sided or 2-sided postcards; the 2-sided postcards having a postage-paid card to be returned with the businesses' information filled-out and the other side advertising the Business Seminar. A question was asked what the purpose of these postcards would be; Michael said it was to verify correct business information to see if businesses would be interested in starting a local business association. The members mentioned the Commission's budget for these postcards and postage. Aileen had provided Michael the Economic Development Commission budget report with the budget amounts and line items for 2011 and 2012, which no monies had yet been budgeted for 2012 except for \$2,000.00 in the Advertising line item. Aileen will check with the Township Clerk about postage for 2-sided postcards.

Michael spoke in reference to the Call to Service Summit held March 8, 2012 at the Monroe Township Public Library. He said it was not a successful turn-out; only 2 residents who are not members of any township board/commission were in attendance. The members agreed that there may have not been enough advertising and residents may not have been clear on what the event was about.

The Commission discussed how they can advertise better for the Business Seminar; Jared suggested temporary lawn signs. Christine wondered how many businesses in the township are aware of the Commission; a lot of businesses she has visited were not aware of the Monroe Township Economic Development Commission. Christine also said that when visiting businesses in the township, she does not have business cards to provide business owners. Tony agreed they should have business cards and asked Christine if she could advertise the Commission on WNJC radio station. Cncl. Garbowski suggested advertising the Commission on Comcast Channel 9. Jared is trying to contact someone from Sustainable New Jersey to attend the seminar; he will follow up with contacting this person. Christine suggested issuing awards to businesses at the seminar, having several categories, such as "Oldest Business", "Newest Entrepreneur", etc.; members suggested preferably no "qualitative" categories. Michael asked that she put together a list of about five categories, to have for the next meeting for the members to review. Vic will try to contact David Hutchinson from the SBA as a speaker for the seminar, to speak in reference to loans.

In attendance at the meeting was Beth Lillie, Director of the Monroe Township Public Library, to speak about the Business Incubator. Mrs. Lillie spoke in reference to Steve Kozachyn, Rowan University's Executive Director Center for Innovation & Entrepreneurship. She said Mr. Kozachyn will be attending the EDC's next meeting of April 16th. Mr. Kozachyn will be running a business incubator program at the library as an independent entrepreneur, not through the association of Rowan University; the last two weeks of May and first two weeks of June, 2 ½ hours on Thursday evenings, a 10-hour program. Mrs. Lillie told the Commission that they have the opportunity, that if they would like to help sponsor the program, to help split the cost of the program with the library; the cost of \$1,000.00 – \$500.00 to be paid by the Monroe Township Public Library and \$500.00 to be paid by the Monroe Township Economic Development Commission. Sponsoring of this program could help advertising the efforts of the Economic Development Commission. Mrs. Lillie will contact Mr. Kozachyn to find out if he will be attending the Business Seminar; Michael will also try to speak with Lisa Morina to find out if he will be a speaker, some members suggesting maybe him being the key speaker. Vic asked if he should invite Mr. Hutchinson if Mr. Kozachyn will be the key speaker. Michael thought maybe there could be a couple of speakers; he will find out about the speakers and contact Vic at a later date.

CORRESPONDENCE, REPORTS AND OTHER MATTERS (cont'd)

Also in attendance at the meeting was Ron Ostenbridge, who had applied to be a member of the Economic Development Commission; there are no longer vacancies available. Ron told the Commission that he could volunteer to help with the Business Seminar, if they need volunteer help.

Michael mentioned to the members that there is a Business Recruitment Seminar at the Meadowlands on April 18th and 19th.

ROUNDTABLE

- ~Jared – feels that aggressive advertising needs to start soon if the Business Seminar will be held April 26th
- ~Cncl. Garbowski – feels that the postcards should be a 1-way postcard with no return postage
- ~Christine – suggested a car driving through town with a banner on side of car, honking its horn, advertising the seminar (the members were in agreement about the banner; Aileen suggested a banner to be hung over Main Street. Tony will call Jason Painter of Astro Signs and Jim Bonder of Parks and Recreation, who uses banners over Main Street for events, for information on banners). Michael asked Christine if she could look into the advertising car. Christine said maybe a car with a banner could be parked somewhere, like near the Black Horse Pike.
- ~Victor – spoke in reference to the Welcome signs; the first set of signs are paid for and about to be installed and thinks the Commission should start to work on getting the next set of signs.
- ~Bud – no matters to discuss
- ~Tony – reiterated that the members need business cards
- ~Michael – asked that the members keep in touch and if they said they were going to take care of a project/matter, to please email the information to everyone.

ADJOURNMENT

With no further business to discuss, Chairperson Michael Kretschmer asked for a motion to adjourn. Tony Langella made a motion to adjourn the Monroe Township Economic Development Commission Meeting of March 19, 2012. The motion was seconded by Bud Robinson; all in favor. Meeting adjourned at 8:50pm.

Respectfully submitted,

Aileen Wojciechowski, Substitute Secretary

The next scheduled Monroe Township Economic Development Commission meeting is Monday, April 16, 2012 at 7:00pm.

These minutes were prepared from excerpts of the tape-recorded proceedings of the Regular Economic Development Commission Meeting of March 19, 2012 and serve as only a synopsis of the proceedings.

Approved as submitted _____ Date _____
 Approved as corrected _____ Date _____