

**MINUTES
ECONOMIC DEVELOPMENT COMMISSION
TOWNSHIP OF MONROE
APRIL 16, 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: Sharene Ginyard, Michael Kretschmer, Anthony (Tony) Langella, Victor Peters, Jared Valdez

Excused: Christine Feggans, Cncl. Ron Garbowski

Unexcused: John (Bud) Robinson

CORRESPONDENCE, REPORTS AND OTHER MATTERS

In attendance was Steve Kozachyn to speak in reference to the Library Small Business Training program. Mr. Kozachyn is the Executive Director of the Center for Innovation & Entrepreneurship at Rowan University; he runs the South Jersey Technology Park. This 4 week program will provide a snapshot of what it takes to start and sustain a business in New Jersey. It will provide a general overview of business characteristics, discuss general strategies and techniques. Topics include: Definitions and Myths of Entrepreneurship, Legal Requirements & Registration, Business Plans, Intellectual Property, Marketing, Funding, Operational Strategies, Management Team; to be held at the Monroe Township Free Public Library the last two weeks of May and first two weeks of June, 2 ½ hours on Thursday evenings (6:30pm-9:00pm), a 10-hour program. Mr. Kozachyn will also attend the Local Business Seminar on April 26th as a panel speaker.

At a previous meeting, Mrs. Beth Lillie, Director of the Monroe Township Free Public Library, was in attendance and 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 Free Public Library and \$500.00 to be paid by the Monroe Township Economic Development Commission. Sponsoring of this program could help advertise the efforts of the Economic Development Commission. The Commission members in attendance of the current meeting discussed this matter. The monies could be taken from the Commission's budget line item "Professional/Contractual Services". The Economic Development Commission members in attendance voted on the matter of sponsoring and paying \$500 toward the Library Small Business Training program to be held at the Monroe Township Public Free Library; all in favor, none opposed.

An update has not yet been received from Jason Painter of Astro Sign Company in reference to the Monroe Township Welcome Signs. Tony Langella tried to contact Jason; will await his return response.

APPROVAL OF MINUTES

Vic Peters left the meeting at 7:30pm. Sharene Ginyard was not in attendance of the March meeting, abstaining from voting of approval of minutes. Due to a lack of quorum to vote, approval of the minutes as submitted of the Economic Development Commission Meeting of March 19, 2012 was not made.

CORRESPONDENCE, REPORTS AND OTHER MATTERS (*cont'd*)

Chairperson Michael Kretschmer spoke in reference to the Business Seminar to be held on April 26th. He said there are about 6 speakers for the evening. The Mayor will not be able to attend to give an opening welcome, so Aileen will contact a Councilman for the opening welcome. Seminar advertising to date made by the Commission – banner hung over Main Street, postcards mailed to businesses, township website, Comcast Channel 9, digital sign outside of the Pfeiffer Community Center, email flier, Facebook, South Jersey Craigslist, SouthJersey.com event calendar, Courier Post Online Local Events; Gloucester County Economic Development will advertise in newspapers. Michael and Jared Valdez suggested making lawn signs. Michael has 2 sandwich board signs that can be used. Aileen mentioned that she has seen make-your-own lawn signs at Home Depot that cost around \$4 each. Aileen will find out about purchasing 10 signs and will create these advertisement signs; Jared will plant these signs around the township. Michael suggested having light refreshments at the seminar and asked how they can accomplish this. Tony may be able to help with refreshments, such as drinks, through Antony and Cleopatra's Caterers.

Michael asked the members to continue to look over and edit the spreadsheets of businesses for the business directory.

Michael mentioned that the Citizen's Campaign will be holding a Tri-County Call to Service Summit on May 21st at the Gloucester County College. He spoke with Cncl. Garbowski about asking the Commission to help sponsor it by simply advertising on the township website and/or Facebook. Chairperson Michael Kretschmer asked for a motion for sponsoring advertisement of the Tri-County Call to Service Summit. Jared Valdez made a motion and the motion was seconded by Tony Langella; all in favor.

ROUNDTABLE

- ~Jared – no matters to discuss
- ~Sharene – no matters to discuss
- ~Tony – feels the Commission has accomplished a lot and is happy to be a member of the Commission
- ~Michael – wondered if there are other Commissions/Committees that could help split the costs of the Monroe Township Welcome Signs

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 April 16, 2012. The motion was seconded by Jared Valdez; all in favor. Meeting adjourned at 8:20pm.

Respectfully submitted,

Aileen Wojciechowski, Substitute Secretary

The next scheduled Monroe Township Economic Development Commission meeting is Monday, May 21, 2012 at 7:00pm.

These minutes were prepared from excerpts of the tape-recorded proceedings of the Regular Economic Development Commission Meeting of April 16, 2012 and serve as only a synopsis of the proceedings.

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