

MINUTES
ECONOMIC DEVELOPMENT COMMISSION
TOWNSHIP OF MONROE
November 17, 2014

The Regular Meeting of the Monroe Township Economic Development Commission was called to order by Chairperson Tony Langella at 7:00pm in the 2nd Floor Meeting Room of the Municipal Complex. Notice of this meeting was given as required by the annual notice of meetings.

Chairperson Tony Langella led the Commission in the salute to our flag. Christine Feggans offered the Invocation.

ROLL CALL

Present: Tony Langella, Jared Valdez, Christine Feggans, Manny Bermudez, Jill Simmermon, Aileen Chiselko, Cncl. Ronald Garbowski
Absent: Natalie Wentz

APPROVAL OF MINUTES

Aileen made a motion to approve the minutes of the Economic Development Commission Meeting of October 20, 2014, as corrected. The motion was seconded by Manny and approved by all members in attendance of the Commission. Jill Simmermon abstained due to her absence of the October meeting.

CORRESPONDENCE, REPORTS AND OTHER MATTERS

Chairperson Tony Langella, welcomed the guests that were in attendance: Lauri Hudson, President of The Road Company Theater Group, which is the group that owns the Grande Theatre on Main Street. Sean Casey, Director of Marketing and Advertising at the Grande Theatre. Suzanne McKee, President of the Monroe Township Historical Society. The Historical Society meets the first Thursday of every month, 7PM in the Ireland Hoffer House. Jason Painter from Astro Signs, and Councilman Teefy were also in attendance.

33 banners are being ordered from Astro Signs for the existing poles that are currently on Main Street. Ideally there will be 3 designs, with 11 banners of each design. The quote from Jason, of Astro Signs, was updated and now includes the banners, all hardware and installation for a total of \$7,587. Initially the Rotary Club and Business Association began the plan for the banners, however the project was never fully planned out or completed by either. Cncl. Teefy asked what the Commission was looking to brand, he thinks that the town is identified by most people as Williamstown and that it should be incorporated in the banners. Suzanne McKee, passed out information for a website Rileighsdecor.com where the Historical Society had purchased banners from previously. Tony and Jared explained the plan to replace the "Business District" D.O.T. signs that are on the Black Horse Pike. The four signs will be three feet high by five feet wide, single sided and will be placed on the existing poles at the locations. Lauri like the idea of the signs, but stated that there needs to be a cohesive look, and that it needs to look historic if they are going to say "Historic". She would also like to see signage for the Grande Theatre. Sean said that the first thought should be how does the town want to be represented, who are they, what do they want to say, how do you want to come off to the public. Then you come up with a slogan or copy that represent you well and a design, and merge the two. His example slogan was "the heart of Williamstown". Lauri and Sean said that they were glad that they were included in the meeting and they were excited about improving Main Street.

Tony asked Suzanne for some history on Williamstown. She explained that the town was one place that the Quakers and Indians lived in peace here. There are three Historical buildings that have been preserved, two are on the National and State Registry of Historical Places. They are the Reading Room from 1878, which is next to the Grande Theatre and was also the first town library. The second is the Hall Street School house from 1887, and the Ireland Hoffer House, which used to be the town construction office. Tours are given by appointment. Suzanne thinks the parades down Main Street is good for the town and for Main Street, Lauri agreed. Sean said that there are patrons that do not come to the theatre because they do not feel safe. Christine suggested having a history of Williamstown play on the street. Cncl. Teefy said that they are going to make some changes, one being zoning the first floor of the buildings along Main Street as commercial, another being police presence on Main Street, painting of the buildings Lauri and Suzanne said that most of their hours are based on events, that they can not staff their facilities regularly due to lack of traffic. Manny suggested doing a scheduled day once a month, like a Williamstown Wednesday.

Tony explained the Tax Card Program to Lauri, Sean, and Suzanne, Cncl. Teefy said he is working on funds and believes he has secured at least half of the funds. Tony said that it will be advertised on banners, on the website, in the paper, and social media.

Jared asked Cncl. Teefy if he has thought about or made a decision about having someone work full time at the township for Economic Development. He said that he would like to have Jim Bonder work on Economic Development as a township employee. Jill asked if there was going to be a committee for Main Street. Cncl. Teefy said there will be a committee and there has been already been volunteers asking to be part of a committee. Aileen asked if there is a slogan that he would like to see on the banners. Three bids were received for the fabrication, hardware and installation of the 33 banners: SignPros for \$7,750, The Sign Co. for \$8,335 and Astro Signs for \$7,587. Christine made a motion to accept the quote from Astro Signs; the motion was seconded by Jared and approved by all members in attendance of the Commission.

Jason thanked everyone for the continued support, and gave the commission a nameplate for the EDC office on the third floor of the municipal building, that was asked for by Tony.

Jill said that she has driven down Main Street the past few days and it is not going to be as drastic of a clean up as she thought, there are a lot of nice businesses that currently exist. Christine thinks that a police presence on Main Street is great and needed. Manny thought the meeting was very productive and it was great to have the Theatre Company and Historical Society come to the meeting to get to hear their thoughts and concerns. Jared said that the Gloucester, Camden and Burlington Counties Tri-county summit he attended with Tony was great and that the counties would like to see some improvement and feel positive about the economic direction things are going in. Aileen expressed concern for parking on Main Street and suggested a Municipal lot and it possible being a revenue maker for the township. Tony thanked Cncl. Garbowski for the work he has done over the 2014 year.

ADJOURNMENT

With no further business to discuss, Tony asked for a motion to adjourn Jared made a motion to adjourn the Monroe Township Economic Development Commission Meeting of November 17, 2014. The motion was seconded by Manny; all in favor. Meeting adjourned at 8:50pm.

Respectfully submitted,

Jacquelyn Allen

The next scheduled Monroe Township Economic Development Commission meeting is Monday, December 15, 2014 at 7:00pm.

These minutes were prepared from excerpts of the tape-recorded proceedings of the Regular Economic Development Commission Meeting of November 17, 2014 and serve as only a synopsis of the proceedings.

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