

**MINUTES
ECONOMIC DEVELOPMENT COMMISSION
TOWNSHIP OF MONROE
FEBRUARY 23, 2015**

The Regular Meeting of the Monroe Township Economic Development Commission was called to order by Chairperson Tony Langella at 5:31pm 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, Natalie Wentz, Cncl. Bart McIlvaine, Manny Bermudez(came late)

Absent: Aileen Chiselko, Robert Bender

APPROVAL OF MINUTES

Christine made a motion to approve the minutes of the Economic Development Commission Meeting of January 29, 2015. The motion was seconded by Jared and approved by all members in attendance of the Commission.

CORRESPONDENCE, REPORTS AND OTHER MATTERS

Kevin Meeks, Williamstown High School teacher, and Mike Spano, Williamstown Middle School teacher, came to give an update on the Williamstown video project. Kevin said they have forwarded the information from Jared about the video for Williamstown and the link for Hammonton's promotional video, to a script writer and she is going to start the script and see what additional information is needed. Mike informed the commission that she wanted to come to the meeting but was unable to. Mike heard from Diane Babiy, from the Historical Society, she wanted to make sure the Historical Society will be included in the video.

Carmine DeFalco, of FinCredit, came was at the meeting to give information and answer questions about the Tax Card program. Mayor Teefy stated that the Tax Card should be "*Shop Monroe*" to include all of Monroe Township and not just Williamstown. Tony asked Mayor Teefy if the township was close to having an Economic Development position, Mayor Teefy said they are still in the process of figuring out if it is possible and he was not sure when the position would be available. FinCredit is currently testing a new system that would use a scanner, through an app on a tablet or smart phone, that would read a barcode on the card, in addition to having a magnetic stripe that can be swiped on a machine. Carmine said that the new program could be done online without the use of a machine, however, he feels that businesses that use the cards frequently throughout the day would like to have the swipe machine and should be given the option. This being because the tablet would require wifi and wifi is not always reliable. Businesses still have the option to manually enter the information on the website. With the new system each card would come with one card and at least one key fob. Tony asked about the advertising for the tax card, Carmine said that the township needs to have a budget for advertising. Mike asked if the town has a logo. Cncl. Miller said that on the township website there is a seal that is the township's logo. Mike said that the graphic design program at the high school is phenomenal and that they would be willing to help with any graphics that would be needed for the township. Jill Simmermon asked if the card would be Shop Monroe or Shop Williamstown, it was suggested by Carmine to have Shop Monroe but then add Williamstown on the card to help with unifying the branding of the town.

CORRESPONDENCE, REPORTS AND OTHER MATTERS (cont'd)

Jared asked if FinCredit sells any of the residents' information. Carmine replied that they do not sell any information, they do however supply the businesses with the email addresses of the residents that shop at their business for marketing purposes. Carmine said that some chains stores may participate in the tax card program. Carmine also said that all the funds that are collected weekly from businesses are deposited into a dedicated account for Monroe Township only. Christine said that she is the Community Development director at St. Matthews and with their large member number they can help spread the word about the tax card. Carmine also stated that the church members could all use the church phone number as a fundraising tool for the church. Carmine said that the tax card program will not help a failing business but it is an additional tool for businesses to advertise and offer customers a discount.

Tony asked what the commission thought about moving forward with the tax card or waiting until the new program was ready to launch. The consensus was to not wait, Jared brought up the fact that there is no one currently employed by the township that is going to be the point person and Carmine stated that is important to the success of the program. Ernie Carbone, of the Main Street Committee, said that he has felt a positive shift from the current administration and thinks that things are moving aggressively. Natalie suggested that if there wasn't going to be a township EDC person that we need to decide as a commission how to get the businesses together to sign up to participate in the program. The businesses that were on board have heard from Carmine, but not from the township. Jill suggested a meeting with incentives to have businesses want to come and sign up.

Ernie Carbone, of the Main Street Committee, explained that the committee is made up of primarily Main St. business owners. They have four sub-committees within their committee: public safety and development, marketing and real estate, legal and financing, communication and historical. The whole idea is to change the image as quickly as possible. Captain Rumpf will be assisting with the supplying monthly crime statistics. Lori Hudson, of the Grand Theater, will be contacting Rowan for marketing, Jill Simmermon is on for real estate. Three members of council and Attorney Chuck Fiore are on the legal and financing committee. Nicole Delaney will be on for the historical society. Jill Simmermon is the liaison for the Main Street Committee to the Economic Development Commission.

Jared asked if Ernie or Jill had ideas for the Main Street banners. Main Street heart of Williamstown is the brand they are using. Jared said that Jason, of Astro Signs, said that other banners have had monumental buildings in the background of the banner. Ernie suggested the Hoffer house and library, Jill and Christine suggested the Grand Theater. Jared said that he would invite Jason to the March meeting to discuss the banner designs.

Advance Auto is doing to spotlight on business for February.

ADJOURNMENT

With no further business to discuss, Tony asked for a motion to adjourn Natalie made a motion to adjourn the Monroe Township Economic Development Commission Meeting of February 23, 2015. The motion was seconded by Jared; all in favor. Meeting adjourned at 7:42pm.

Respectfully submitted,

Jacquelyn Allen

The next scheduled Monroe Township Economic Development Commission meeting is Monday, March 23, 2015 at 7:00pm.

These minutes were prepared from excerpts of the tape-recorded proceedings of the Regular Economic Development Commission Meeting of February 23, 2015 and serve as only a synopsis of the proceedings.

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