

**MINUTES  
ECONOMIC DEVELOPMENT COMMISSION  
TOWNSHIP OF MONROE  
MARCH 16, 2015**

The Regular Meeting of the Monroe Township Economic Development Commission was called to order by Chairperson Tony Langella at 7:00pm in the 2<sup>nd</sup> 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, Robert Bender, Cncl. Bart McIlvaine,  
Absent: Aileen Chiselko, Natalie Wentz, Manny Bermudez

**APPROVAL OF MINUTES**

The minutes of the Economic Development Commission Meeting of February 23, 2015 could not be approved due to a quorum not being present that was in attendance at the February meeting.

**CORRESPONDENCE, REPORTS AND OTHER MATTERS**

Jason Painter of Astro Signs came to the meeting with 3 design options for the 33 Main Street banners. The 4 directional signs that will be on the Black Horse Pike at the old Jamesway plaza jughandle will be designed to coordinate with the banners. Ernie Carbone, of the Main Street Committee, asked Jill Simmermon, of the Main Street Committee, if they were extending Main Street to Lake Avenue to include the businesses on that end. Jill said that she was not intending on taking it that far, there are also not poles down that far on Main Street for banners. Chairman Tony Langella asked Jason if the current wood Welcome signs that were damaged by snow plows could be fixed, he said he had the broken piece for one sign and would see if he could locate the broken piece for the other sign. Jason said that the banners had a life expectancy of 8-12 months. Jill had concerns with putting banners up and not being able to replace them in the future. Ernie suggested doing 2 seasons to start. Jill said that she felt putting up banners that have the branding on them is more important at this point then just putting up a seasonal banner, Ernie and Tony agreed. Jason said that he would be able to hang the banners once the poles were painted, Tony said he would talk to Jim Bonder about getting them painted. The banners would take 20 working days to print. The general consensus was to make the heart smaller, change Monroe Township to Williamstown and to change the white background to gold. Jason said that he would email the new designs to Jacqui, the commission secretary, and she would forward them to the commission so they could determine which they liked so that Ernie and Jill could bring the designs to the next Main Street committee meeting.

Tony suggested that instead of asking the township for a full time Economic Development employee, maybe an existing employee could be given a raise and would designated for one day a week. Cncl. Heffner said that the new mayor and council were working in a lot of different areas and were not able hire a full time person or allocate a current employee until other matters are settle. Ernie said that he feels that if it can't be settled this year that it should be settled in the next budget year because it is important. Jared asked if the tax card needed to be shelved without a full time employee. Cncl. McIlvaine said no, that it should not be stopped, that it would be figured out until a designated employee could be determined.

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

Tony asked if we could send something to the businesses of the town letting them know about the tax card program and getting feedback from them, maybe a survey. Cncl. McIlvaine said to wait until he talks to the Mayor about the tax card and survey before doing anything. Tony suggested sending the survey in the tax bill, Jared suggested doing an online survey, survey monkey for example. Cncl. McIlvaine thought that was a great idea and that it would need to be discussed with Cncl. Miller.

Tony said that the Business Association has been disbanded, Christine was not aware. Cncl. Heffner said that he received an email and he was under the impression that it was disbanded as well. Tony suggested a Chamber of Commerce in the town, Jill said that she is a member in Washington Township's Chamber of Commerce and Rotary and they aren't what they used to be. Cncl. Heffner and Jill thought that it was due to the same people volunteering for committees and having other commitments. Also, because many business owners do not live in the town, they do not stay in town after work hours for additional meetings. Ernie stated that he feels it is up to the businesses to determine whether they want to form a group. Jill said she also believes that, she just does not think a Chamber of Commerce is the best idea.

Tony asked about spotlight on business, Christine said that Advance Auto did a nice job and also spoke to the owner from Papa Johns and said what they did and now Papa Johns is interested in doing it as well. Robert Bender suggested Craft House since they are new owners and just opened. Tony asked Christine to go to Craft House first for April and then Papa Johns for May. There is also a new thrift store opening up and Christine said that Auntie Anne's is now open in the Walmart.

Jared thinks that in 2015 we need to finish any projects that have been started. Christine would like to see more marketing for the town, she would like to see the town highlighted more. Rob suggested having a liaison for the Main Street Committee meetings. Christine volunteered to be the Main Street Committee liaison. Tony asked if the goal for Main Street is to have businesses on the lower levels and living space on the upper level, Cncl. McIlvaine said that it is, however, it would take time to get it to that point.

**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 March 16, 2015. The motion was seconded by Christine; all in favor. Meeting adjourned at 9:01pm.

Respectfully submitted,

Jacquelyn Allen

The next scheduled Monroe Township Economic Development Commission meeting is Monday, April 20, 2015 at 7:00pm.

*These minutes were prepared from excerpts of the tape-recorded proceedings of the Regular Economic Development Commission Meeting of March 16, 2015 and serve as only a synopsis of the proceedings.*

Approved as submitted \_\_\_\_\_ Date \_\_\_\_\_  
Approved as corrected \_\_\_\_\_ Date \_\_\_\_\_