

**MINUTES
ECONOMIC DEVELOPMENT COMMISSION
TOWNSHIP OF MONROE
JULY 20, 2015**

The Regular Meeting of the Monroe Township Economic Development Commission was called to order by Chairperson Tony Langella at 7:01pm 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, Christine Feggans, Aileen Chiselko, Natalie Wentz, Jared Valdez, Ernie Carbone, Robert Bender, Cncl. Bart McIlvaine

Absent:

APPROVAL OF MINUTES

Ernie Carbone made a motion to approve the minutes of the Economic Development Commission Meeting of June 15, 2015. The motion was seconded by Natalie Wentz and approved by the members of the Commission: Robert Bender abstained.

CORRESPONDENCE, REPORTS AND OTHER MATTERS

Ernie Carbone announced that Vince Cociolone, President of Creative Visual Productions, was running late but would be coming to the meeting to give a proposal for the promotional video. Chairman Tony Langella asked what would happen if the commission liked the proposal of a company that was not the lowest bid. Cncl. McIlvaine and Cncl. Miller said that you don't always have to go with the lowest bid but you need to be able to justify why you chose the vendor you chose if it is not the lowest bids.

Tony asked Aileen Chiselko if she could explain what has been paid to Astro signs so far for 2015, since some of the bills are confusing. Astro was paid \$1,135 for repairing damaged signs on Malaga Road and Sicklerville Road, there are \$1,700 in encumbered funds from the 2014 budget for miscellaneous advertising for tax card and Main Street, he has not signed or returned that. \$700 was also encumbered from the 2014 budget for 2 small directional signs on Main Street, he has not signed or returned it. The \$7,587 purchase order included: 33 Main Street banners with artwork and hardware kits, 4 larger Main Street directional signs and artwork, and installation for both which is \$1,928. There is an invoice for the banners and installation of \$5,921. The difference from the purchase order and invoice is \$1,666 which would be for the 4 directional signs and installation. 12 additional Main Street banners, hardware and installation are \$226.27 each. The original banners were 179.42 each, a lesser quantity makes the price higher. The commission would like to wait to pay the invoice until all the work from the purchase order is complete. Ernie would like to have him itemize the purchase orders and invoices more clearly and make sure the breakdowns remain consistent. The artwork for the directional Main Street signs was distributed. Robert made a motion approve the invoice for the 12 banners and hardware, Jared seconded and all members were in favor. Natalie made a motion to approve the artwork for the directional signs, Ernie seconded all members were in favor.

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

Tony asked Ernie to explain the promotional video quotes. Ernie said that he requested quotes from 3 companies and tried to keep them identical, but some companies have certain items listed separately as a separate charge, for example voice over is additional and not included in all the quotes. Creative Visual Productions is unique in using a program called Vidbi.

Tony clarified that the 2015 EDC budget is \$25,000 and the \$5,000 from Investors Bank for the tax card program is separate and in a separate account. The current balance as of June 16th is \$23,553.23.

Christine spoke to Alicia, of Racks Restaurant and Sports Bar, she did the spotlight on business and she said she had a good time, and appreciates the town standing behind her. She also spoke to Shannon from Investors bank and she would like to do the spotlight next month. Cornerstone was not ready to do the spotlight at this time. Christine would also like Rush Fitness to return to give an update since it has been a year since their last spotlight. Investors Bank is having a grand opening on August 5th at 7:30am.

Gloucester County Chamber of Commerce is sponsoring an event at Investors Bank and non-members cost \$10. Members are free, and organization memberships are available, which allow more than one person to attend the event under the organization membership. Robert asked how many other Economic Development Committees were a part of the chamber, and asked if a membership is really needed. Ernie thought that it would save the commission money in the long run.

Ernie said that he felt the Main Street Committee should be a subcommittee of the Economic Development Commission. The Main Street Committee has 4 subcommittees that operate independently and they all meet once a month. The main reasons to become a subcommittee is to avoid duplicate efforts and to use the EDC budget since the Main Street Committee does not have a budget. Jared asked is the MSC would be able to spend the EDC monies without authorization from the EDC. Cncl. Miller said no, they would have to present all requests for monies to the EDC for approval. Should the MSC use a large amount of the EDC budget the township may be able to replenish the monies spent by the MSC. Robert asked for advanced notice of any plans that the MSC has to allow time to prepare and avoid duplicate efforts. Cncl. Miller, McIlvaine, and Heffner all liked the idea since the goal of both the EDC and MSC are both trying to accomplish the same goal. Jared asked if the MSC minutes can be sent to the members of the EDC. Tony would like each member to contact him individually about the request before a decision is made, and a vote would be held at the next meeting,

Vince Coccione, President and production director of Creative Visual Productions, gave a presentation for the promotional video. Creative Visual has been in business for 23 years. Vince would like to use live video of testimonials from established town businesses. The company also offers vidbi, which is a program that allows buttons on the video that allows viewers to click and be directed to a website or social media while still watching the video, it also allows the video to come up more in web searches. The Vidbi feature is included in the video cost, after 2 year the license fee is \$250. Christine said that she has a recording artist that is from town that may donate some music to the video. There is an option for male or female voiceover or a combination of both. The new generation prefers to watch video to reading a write up, but video is also 90% retained. They have waivers for anyone who is going to be in the video sign and they put signage up to let customers know there is taping happening at the location. Jared asked what a good example of their work was, Vince said that there are videos on their webpage of Cumberland and Salem County Technical Schools. Ernie asked what some of their clients include. They are a national company, locally they have worked with Sony, Rutgers, Rowan, Wharton School, and University of Pennsylvania. Jared asked if additional videos could be made from the content, for additional possibly shorter videos. Still shots can also be put in the video. It is on Vidbi but it will also be available to be put on social media and YouTube.

CORRESPONDENCE, REPORTS AND OTHER MATTERS (cont'd)

Cncl. Miller really liked that the technology was there with the Vidbi to link to social media. Christine asked if there was a way for the township to make a profit from the video, Vince said that there can be a directory of businesses and instead of having it written it could be a separate video of each business explaining what services they offer. You can also create a QR code that can be scanned at take you directly to the video.

Aileen brought examples of the Municipal map that she would like to have for Monroe Township, the company would be able to come to the August meeting.

Christine sees growth and is thankful for it. Robert would like to invite Harry Stone, of Cooperative Business Assistance Corporation, who set up the Gloucester County small business fund, to the next meeting. He believes they can be helpful to small businesses in the town, there is a way to offer interest free loans, if approved. Natalie would like to have her father-in-law come in and share ideas to bring in businesses in to town. She would also like to have listing of commercial properties and availability.

Jared was not impressed by the videos that are on the website for Creative Visual. Ernie said that he would tell Donna from TV One that her bid is too high and see if she would be able to come down on the price. Aileen is going to take care of the Astro purchase order and will invite a representative from the town directory map company to an EDC meeting. Ernie wanted to suggest putting together a multi-year plan to bring businesses in but also help current town businesses. Robert said that SCORE is an office in Camden of retired business professionals that are available to help businesses create a business plan. He also suggested doing free seminars at the library giving small businesses the information that can help them. Ernie met with several individuals to initiate a commercial properties listing bank, that is automated, it will be on the township. Cncl. Miller said that any information that the EDC would like to put on the Facebook page to send it to him.

ADJOURNMENT

With no further business to discuss, Tony asked for a motion to adjourn July 20, 2015. The motion was seconded by Aileen; all in favor. Meeting adjourned at 9:13pm.

Respectfully submitted,

Jacquelyn Allen

The next scheduled Monroe Township Economic Development Commission meeting is Monday, August 17, 2015 at 7:00pm.

These minutes were prepared from excerpts of the tape-recorded proceedings of the Regular Economic Development Commission Meeting of July 20, 2015 and serve as only a synopsis of the proceedings.

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