

**MINUTES  
ECONOMIC DEVELOPMENT COMMISSION  
TOWNSHIP OF MONROE  
SEPTEMBER 21, 2015**

The Regular Meeting of the Monroe Township Economic Development Commission was called to order by Chairperson Tony Langella at 7:01pm in the 3<sup>RD</sup> Floor Economic Development 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, Aileen Chiselko, Jared Valdez, Ernie Carbone, Robert Bender, Christine Feggans,  
Absent: Natalie Wentz, Cncl. Bart McIlvaine

**APPROVAL OF MINUTES**

Ernie made a motion to approve the minutes of the Economic Development Commission Meeting of July 20, 2015. The motion was seconded by Christine and approved by all members in attendance of the Commission. Aileen made a motion to approve the minutes of the Economic Development Commission Meeting of August 24, 2015. The motion was seconded by Jared and approved; Robert and Christine abstained.

**CORRESPONDENCE, REPORTS AND OTHER MATTERS**

Brenda Wilson, of PRINT, gave a presentation on a municipal residence directory and map that can be done for the residents of Monroe Township at no charge to the township. It is a directory of municipal information for residents. The township decides what information is put on the map, Parks and Rec Department, Public Works, Municipal information, voting wards can also be on the map and shown in color, and the township's position in the county. Numbers for the township offices and services, and reoccurring dates and holidays. PRINT has an employee that solicits businesses for advertising on the map, the ads are around the map and then the businesses that advertise have their location on the map. A letter is sent to businesses and then followed by a visit to show a sample of the map in person. The maps are direct mailed to all residents. Ernie asked if we could isolate the Black Horse Pike and Main Street, Brenda said there could be an inset showing the areas larger. The maps typically last 3-5 years, subsequent editions are then updated. Cost of ad is dependent on the amount of copies needed. The entire project would take 6 months from start to finish. Brenda would just need to receive the agreement form to begin the project. Ernie made a motion to approve to the map, Aileen seconded and all in attendance were in favor. Ernie asked if it would be possible to wait a little while to start the project since businesses were just approached about buying ad space in the South Jersey Biz magazine and it was not very successful. All were in favor to wait until January 1<sup>st</sup> before starting the map process.

Ernie stated that two of the directional signs that were installed on the Black Horse Pike were stolen, and he filed a report with the police and checked to see if they had been found anywhere. The cost of the signs was \$296 each and the deductible for insurance is \$1,000. Jason Painter of Astro signs sent an invoice for two new signs and hardware is \$595 each and \$1190 for both. Ernie is going to ask Jason to break the price down to get just the signs and the Public Works Department can supply the uprights and install the new signs.

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

Ernie asked Jason if they could use tamper resistant hardware, however, they are not to be used on breakaway poles. Five points sign have been installed, banner near Hennessey's has been removed, however the hardware was damaged and Astro would need to use an extra bracket to fix it, this has already been purchased so the cost would just be for labor. Jared made a motion to replace to two stolen signs. Ernie seconded and all in favor. This motion is contingent on Jason redoing the quote to show just the signs and the cost being the same as we paid the first time.

Ernie reported that Urgent Care is interested in the old Wachovia building across from Fulton Bank.

Cncl. Heffner said that Applebee's is doing well, they said the opening was one of the best openings of any Applebee's.

Robert said that Harry Stone would like to come to the October meeting, he is the director of Cooperative Business Solutions in Camden. They provide financing in community redevelopment areas, they are the largest provider of SBA micro loans in the state and they run the small business-lending fund in Gloucester County.

Christine is going to contact Applebee's Mona Lisa, on Corkery Lane, for spotlight on business.

Tony is interested in attending the Governor's Conference on Housing and Economic Development at Harrahs in Atlantic City on October 27<sup>th</sup> and 28<sup>th</sup>. The cost is \$225 per ticket Tony, Ernie and Jared are going to attend. Tony and Jared are going to try to get a discount on the tickets. Ernie made a motion that the Economic Development Chair, Vice Chair and Main Street Committee Chair attend, Christine seconded and all were in favor.

Jared would like to send a quote request to consultants Joe Getz, Triad and Spark for the specific research items. Services:

- 1) Collect and analyze community and economic data for the Township of Monroe with an emphasis on the Main Street and Black Horse Pike commercial districts:
  - a. Demographics
  - b. Psychographics
  - c. Retail supply and demand
  - d. Consumer spending
  - e. Retail market potential traffic counts
  - f. Workforce population
  - g. Business counts
- 2) Compare community and economic data to competing municipalities and determine potential opportunities.
- 3) Create "heat maps" based on population, retail spending and market potential.
- 4) Analyze current zoning regulations and other statutes relevant to commercial recruitment and development.
- 5) Interview relevant stakeholders.
- 6) Submit detailed recommendations, data and maps in a formal report.
- 7) Creation of a direct mail marketing campaign of commercial prospects derived from the foregoing data for the Main Street and Black Horse Pike commercial districts.

The budget balance as of September 21<sup>st</sup> is \$16,447.

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

Natalie from the EDC and Laurie from the Main Street Committee are going to work together on a town email newsletter and brochures. Natalie suggested having a column in the newsletter for the EDC versus having two separate newsletters.

Ernie is requesting Main Street Committee funding from the EDC. The monies would fund the following: Email newsletters, tri-fold brochures including design, Facebook and Today Shopper Ads, mums for Main Street, Strolling Carolers for tree lighting, musicians for specific events, flyers and postcards. Jared made a motion to approve using \$2,800 of EDC funds to sponsor MSC events, Christine seconded; all in favor.

Ernie asked if the Gloucester County Chamber of Commerce yearly fee was paid, Aileen said that she did a purchase order for it. The membership is for the entire EDC.

**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 September 21, 2015. The motion was seconded by Christine; all in favor. Meeting adjourned at 9:26pm.

Respectfully submitted,

Jacquelyn Allen

The next scheduled Monroe Township Economic Development Commission meeting is Monday, October 19, 2015 at 7:00pm.

***These minutes were prepared from excerpts of the tape-recorded proceedings of the Regular Economic Development Commission Meeting of September 21, 2015 and serve as only a synopsis of the proceedings.***

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