

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

The Regular Meeting of the Monroe Township Economic Development Commission was called to order by Chairperson Tony Langella at 7:04pm in the 3RD 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. Ernie Carbone offered the Invocation.

ROLL CALL

Present: Tony Langella, Jared Valdez, Ernie Carbone, Robert Bender, Christine Feggans

Absent: Aileen Chiselko, Natalie Wentz, Cncl. Bart McIlvaine

APPROVAL OF MINUTES

Robert made a motion to approve the minutes of the Economic Development Commission Meeting of October 19, 2015. The motion was seconded by Ernie, all in favor.

CORRESPONDENCE, REPORTS AND OTHER MATTERS

Susan Adelizzi-Schmidt, President of Suasion Communication Group, they are based in Somers Point and have been in business eight years. They have several NJ towns as clients Haddonfield and The Wildwoods are two examples. For The Wildwoods their job is to get out positive messages out and undo old perceptions. They are a full service communications agency company that offers a variety of ways to help towns improve their image and get their positive message out. They offer brand strategy, public relations, marketing, creative design, advertising campaigns, e-marketing and web design. Brand Discovery/Development is the initial step in Phase I, this is where communications goals and outline marketing strategies, ideally this would include 5 people from the town to give the Group the information about the town. Logo Creation is next, it is not to replace the town seal, it would be what is used to convey what the town is about and what is presented to the world. Website design, this is not the township's website but one that would promote the events and happenings of the town. Susan suggested doing a town tour to highlight the town's positive areas and showcase desirable businesses. Robert asked what Susan's perceptions were of the town as she researched it. She felt that it has a small town feel with a lot of potential.

Christine heard that Mona Lisa did a great job at spotlight on business and that they have received business as a result of the spotlight on business. Applebee's has still not made a decision on doing the spotlight on business. The Shop down on Lakeside and Whitehall roads is a potential business for spotlight on business. Robert suggested asking Mike's Deli.

Ernie has 2 of the banners that came down, but 1 is missing. Ernie does not want to replace the banner by John and Doug's since it was damaged already and it would more than likely be damaged again.

Main Street update, 2 businesses have been brought in, a ballet company and the thrift shop. A brewery is finalizing their plans to locate their brewery on Main Street. A restaurant will be located in front of the brewery, they are trying to get a farm to table style restaurant.

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

The TV One video interviews have all been completed. Video footage of businesses will be done next then editing will take place. Ernie suggested giving the video until January to be finished.

Tony, Ernie and Christine attended the Tri-County Economic Development Summit was mainly about the development of Camden.

Governor's Conference on Housing and Economic Development was focused more on north New Jersey.

Economic Opportunity Act offers good incentives for businesses to help create jobs.

Gloucester County Chamber of Commerce new member orientation is coming up and Ernie is sending Tony's name over, the topics will be: the resources available through the chamber of commerce, updating company directory profile, registering for events and ways to become involved in the chamber and chamber events.

Tony felt the Suasion presentation was great, and the ideas are good and much needed.

Robert made a motion to use \$5,000 for the subsidized loan program with the remaining balance of \$8,900 encumbered for Phase I of the marketing project with Suasion. Ernie seconded; all in favor.

Ernie said that the tree lighting event scheduled on December 5, 2015 has carolers, an ornament making station and the kids will also decorate the tree on the Ireland Hoffer house porch.

The subsidized loan program, that is through Cooperative Business Assistance Corporation, will offer \$5,000 interest free loans for façade improvements to owner occupied businesses on Main Street, the business needs to invest \$1,000 of their own money. It will possibly include businesses off of Main Street.

Robert asked when we would be starting the township maps. Ernie stated that the process would begin in January.

Jared thinks the commission is setting up for a great 2016. Christine is thrilled with the proposal from Suasion, she really wanted all the things listed in the proposal for Williamstown. Ernie reminded everyone that the spotlight on Clayton that he attended will be in Williamstown in 2016. Ernie also feels that businesses that come in to town hall should receive a packet of information that gives them information that doesn't just relate to their particular project. Tony would like to make sure town businesses have the opportunity to bid on relevant jobs within the town, that they at least be considered. Robert mentioned that Haddon Heights has a farmers market on Saturdays and does a local links to connect the local businesses.

ADJOURNMENT

With no further business to discuss, Jared made a motion to adjourn the Monroe Township Economic Development Commission Meeting of November 16, 2015. The motion was seconded by Christine; all in favor. Meeting adjourned at 9:11pm.

Respectfully submitted,

Jacquelyn Allen

The next scheduled Monroe Township Economic Development Commission meeting is Monday, December 14, 2015 at 5:30pm.

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

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