

NOTES FROM MSC MEETING

February 16, 2016

After a welcome and Pledge of Allegiance, the meeting began at 7:00PM with (16) members in attendance. Joe Matczak was introduced as our newest member.

The notes from the previous meeting on January 19th were approved.

Old Business:

New Business:

Public Safety- Rosemary Flaherty discussed some of the concerns of prospective business owners over the negative aspects of crime and its perception in Williamstown. We need to strive for change to a more positive one.

Development- Rosemary Flaherty outlined the new Main St. Grant program. Applications were made available. The Grant will cover business facades. A cafe like atmosphere is the goal for businesses along Main St. The amount of the Grant is \$ 1,000 and will be awarded to (3) Main Street businesses each year; based upon meeting qualifications defined in the application.

Chairman Carbone reported on the MSNJ program in-service training attended by Rosemary Flaherty and himself, in Allentown, NJ. There are (4) in-service meetings per year, in addition to (1) national conference. These classes are to prepare MSNJ candidates for growth within the program and ultimately to position the Township for full membership.

In conjunction with this Mr. Jef Beuhler, Director for NJDCA will be making a full presentation in Williamstown, on March 3rd from 7P to 9P. This will bring a larger sector of Williamstown businesses and residents into the process. Focus will be to help ensure our successful transition into this special DCA program. Volunteers from the MSC and Township will begin setting up for this presentation at 4P on the day of the Event. Advertising via social and print media is in place, with several other

community and business resources also participating.

Marketing- Lauri Hudson is preparing to launch the first Main St. newsletter. Lauri urged the entire MSC to contribute pictures and stories of interest involving the Main St. process. The newsletter will be distributed on the 1st Wednesday of every month with ease of subscription by persons requesting issues. Links will be available on the Main Street Facebook and Township web page.

The EDC and Township are also preparing to do newsletters, which will alternate on the 3rd Wednesday of every month, when they are launched. Information for emails is being solicited on an ongoing basis.

The Chairman announced that a Communications firm has been contracted by the EDC. Initial efforts include a special website and new logo. This company is packaging Williamstown Economic Development efforts on both Main St. and the Black Horse Pike. This is being developed to effectively and efficiently market the Township to new businesses and developers.

Paula Farrar gave everyone a (3) page outline discussing the Main St. Art Festival. An update was fully discussed, in addition to the need for volunteers. All volunteers are to be given to Paula by April 8th. Currently, there are (25) Artists registered for the event. Wheaton Arts is also involved with marketing the event.

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Real Estate- A potential buyer has put in a letter of intent to purchase the Washington Hotel. If the sale goes through, the Hotel will be restored to its proper use.

Legal & Financing- No report this month.

Historical: A Eagle scout project is underway and being developed to locate and identify Historical buildings on Main St. The Scout will coordinate with Susanne McKee and will place identifying placards in front of or on the properties.

Communications- Mayor Dan Teefy is promoting the Memorial Day Parade and is encouraging prominent decorations being added This effort will help to increase participation at the Parade and bring more attention to honoring our Veterans. The Main St. Process will also get some premier

attention.

Gina Martucci is working on some additional Christmas themes for decorations on Main St. and the Tree Lighting.

Chairman Carbone reported that a Theatrical Play is being developed. It will be billed as: "Twas the Night Before Williamstown" and become a fundraiser, in addition to becoming another Main St. project. This will be targeted for a December presentation. Due to limitations of availability, the Grand Theatre will not be available, and research into having the event at the High School is in the process.

Postcards for the Ballet Show at the Grand Theatre, on March 26th, were distributed to the members.

This show is being presented by our own Williamstown Ballet Theater group on Main St.

The next MSC meeting will be on March 22nd, at 7:00PM.

Meeting adjourned at 8:20PM with (17) members present.