

**MINUTES  
ECONOMIC DEVELOPMENT COMMISSION  
TOWNSHIP OF MONROE  
JUNE 20, 2016**

The Regular Meeting of the Monroe Township Economic Development Commission was called to order by Chairperson Tony Langella at 7:00pm in the 3<sup>rd</sup> Floor EDC 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, Ernie Carbone, Robert Bender, Aileen Chiselko  
Absent: Cncl. Bart McIlvaine, Thomas Swartz, Natalie Wentz, Tony Iovino  
Guests: Susan Adelizzi-Suasion, Mayor Teefy, Cncl. Bob Heffner-sub. for Cncl. McIlvaine, Deputy Mayor Andy Potopchuk.

**APPROVAL OF MINUTES**

Ernie made a motion to approve the minutes as corrected of the Economic Development Commission Meeting of May 16, 2016. The motion was seconded by Tony, Aileen and Robert abstained.

**CORRESPONDENCE, REPORTS AND OTHER MATTERS**

Susan Adelizzi of Suasion, attended the meeting to present a proposal. Susan thanked everyone for inviting her back. In early 2016 Suasion was hired for several projects, a logo, website and rebranding. 2 of 3 projects are complete for Monroe Township. The new logo was unveiled at the Music Festival, it went over really well. There have been stories written on NJ.com, in the Courier Post and the Philadelphia Business Journal; The Philadelphia Inquirer will be running 2 stories on Monroe Township. Susan, Ernie and Cncl. Miller drove around to sites with Al Heavens, residential real estate reporter, to show him the town. The last project is the township website which is currently being worked on, it still needs information. The new phase will include a marketing analysis and the other component is the Public Relations side. The total for the new phase is \$17,000.

Jared asked how much money was left in the budget, Aileen reported that the budget balance is \$19,212.58.

Tony asked what the members thought about getting a location with the Williamstown Chamber of Commerce and Main Street Committee. Robert said he was not sure that co-branding the EDC, Main Street and Chamber of Commerce was a good idea. Ernie said that he would like there to be a place for residents can come to get information, a town information center. He would also like there to be a sign for advertising town events. Ernie also stated that the Chamber and Committees would not be merging they would just be housed In the same building. Ernie asked if the building that PC Helpers was in could be used since it belongs to the township. Cncl. Heffner stated that if the Committee intends to ask for the use of that building they need to develop a plan and submit a proposal that has all the information the town would need to make a decision, hours of operation, cost to the township. He also asked that the Committee keep in mind that the building would need renovations and repairs to be brought up to code for public use.

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

Tony asked for thoughts on the Music Fest, Ernie stated that there needs to be a way to get sound to the back of the crowd. Cncl. Heffner stated that there was approximately 9,000 people at the Music Fest. Christine and Ernie said they both have called Michael about the pictures, the pictures need to be put in a dropbox. Tony asked what date the Commission would like the website finalized and up and running and for the video to be finished. Ernie and Tony said July 20, 2016 would get the date they would like the website up. Jared stated that Susan from Suasion needs to script to TV One before they can move forward. Jared asked if the website would be paid for by the EDC, Aileen and Cncl. Heffner said that it would be out of the EDC budget.

Jared asked if we went over \$1,000 for the magnets that were distributed at the Music Fest. The original amount approved was \$1,000 split between Main Street Committee and EDC. The total was \$1575. Robert made a motion to approve the additional funds for the magnets making the total \$787 and also \$250 for Suasion to rewrite the video script, Jared seconded the motion; all members in attendance were in favor.

Main Street update from Ernie: the library is coming down it is just taking longer than expected. Dr. Briller has begun the process of getting the building next to his office ready for a restaurant and Ernie is in contact with a restaurant to go in the space. Ernie is also in contact with a brewery to go in the old bank building on the corner of Blue Bell Road.

Spotlight on Business update from Christine: The Chamber of Commerce did the last Spotlight, they are not meeting over the summer to get new businesses or give leads for the spotlight. Jared asked if the Friends of Victory Lakes could do a spotlight, Christine said they can contact her. Tony said that he spoke to someone from Applebee's and they may be able to do September.

All the ad spaces have been sold. Aileen said that now the map company needs to talk the township engineer for a digital map file. Cncl. Heffner said he would call the engineer to get the file. Then the town needs to supply the information they would like to be on the map. It should be finished in the fall. Ernie made a motion to accept the \$17,000 proposal from Suasion, the motion was seconded by Jared, and all members in attendance were in favor.

Rob made a motion to pay for Tony and Jared to attend the Governor's Conference on September 19 and 20, Ernie seconded the motion and all members in attendance were in favor.

The September meeting of the EDC is on the same day as the Governor's conference, Ernie made a motion to change the September EDC meeting to Monday, September 26, 2016 at 7pm; Robert seconded the motion, all members in attendance were in favor.

Cncl. Heffner said the Pineland Commission is trying to have municipalities take over signage control and ordinances instead of the Pinelands doing it. Barclay Glen was approved for 300 additional apartments.

**ADJOURNMENT**

With no further business to discuss, Tony asked for a motion to adjourn Robert made a motion to adjourn the Monroe Township Economic Development Commission Meeting of June 20, 2016. The motion was seconded by Jared in favor. Meeting adjourned at 8:35pm.

Respectfully submitted,

Jacquelyn Allen

The next scheduled Monroe Township Economic Development Commission meeting is Monday, July 18, 2016 at 7:00pm.

*These minutes were prepared from excerpts of the tape-recorded proceedings of the Regular Economic Development Commission Meeting of June 20, 2016 and serve as only a synopsis of the proceedings.*

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