

**MINUTES  
ECONOMIC DEVELOPMENT COMMISSION  
TOWNSHIP OF MONROE  
November 21, 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 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.

**GUEST**

Richard Sanford of Dauntless Design Collaborative at 354 South Main Street was present. He gave a brief description of his business and said that he has also submitted his Citizen Leadership form expressing interest to join the EDC as well.

**ROLL CALL**

Present: Tony Langella, Jared Valdez, Ernie Carbone, Thomas Swartz, Aileen Chiselko, and Cncl. Bart McIlvaine  
Absent: Tony Iovino, Christine Feggans, Natalie Wentz, and Robert Bender

**APPROVAL OF MINUTES**

There was a discussion about the minutes from October 10, 2016 and whether the minutes were waived or read, when in fact they were read and Tara forgot to put the first and second for the approval of the minutes. Tony made a motion to approve the minutes as stated corrected of the Economic Development Commission Meeting of October 10, 2016. The motion was seconded by Tom and approved by all members of the Commission in attendance.

**CORRESPONDENCE, REPORTS AND OTHER MATTERS**

**MAIN STREET:**

Ernie talked about the Christmas decorations along Main Street, including the wreaths that were proposed on the light poles, but there were some issues so instead garland is being hung from Clayton Road to Washington Avenue. He said that there are 15 garland in total being hung. He also mentioned a few of the proposed businesses that he is awaiting movement on along Main Street. Aileen asked if Highway 42 is the same owner as Bella Pizza, and Tom said that it is not.

**CHAMBER OF COMMERCE:**

Ernie and Tony said that there are 94 members in the Chamber and that Katherine is offering free membership for the 100<sup>th</sup> member. Ernie said that they attended the Grand Opening of Rockin Jump with the Chamber a few weeks ago. Tony said that he asked Young why he chose Williamstown, and he said because he was treated nice and had a great experience along the process.

There was a discussion about the Trolley Tour, Ernie said that he would like to have seen more developers but it was a great event. Cncl. McIlvaine said that as long as they keep trying, it's great. Tony talked about the fact that he would have liked to see it go into Cecil, but that it was not possible due to time. Ernie asked why we aren't trying to target warehousing and fulfillment centers, and Tom explained how it may be difficult but it is possible. Cncl. McIlvaine talked about his views about development and where it should be happening, and that it should not be residential. Ernie asked if there is a way to create a map of vacant properties so that they can try to use these properties to rework these into new businesses, to try to alleviate some of the issues for new businesses like the Daycare center on Cross Keys Road which caused them to back out. There was a discussion that followed about the MMUA fees, and how that will not make a difference because the fees will still be high.

**MUNICIPAL MAP:**

Aileen said that she spoke with print this morning and they didn't say yes or no to receive the finished product by the end of the year. Aileen went over the specifics that have been chosen, and talked about who would be receiving the maps. Aileen is still trying to figure out how to get a list of Monroe Township residential and commercial buildings compiled for print to mail out to.

## **NEW BUSINESS:**

### **VIDEO (TV ONE) WEB SITE (SUASION) -**

Tony said the video was released at the Trolley tour, and reiterated what a great event it was. Cncl. McIlvaine and Ernie both reiterated not to let the little bumps stop the Commission trying again, and again. There was a discussion about linking all of the social media channels referencing the EDC website [www.growwithwilliamstown.com](http://www.growwithwilliamstown.com) and all of the Township pages as well so everyone is linked together. Ernie talked about the residential and commercial properties listed as available on the Township website and both being pulled until they figure out how to correct the process of notifying the proper parties when an inquiry is made.

### **MEDIA COVERAGE -**

There was a discussion about coverage and feedback especially on Facebook, and the Township Talk page and some of the members experience with postings on it.

**SPOTLIGHT ON SMALL BUSINESS** – Christine was not present but she did report that Rockin Jump was going to be at the next Council Meeting in January.

### **MEETING DATE-**

Tony asked if the Commission could change the December meeting from 12-19 to 12-12, Ernie made the motion to make the change in the meeting date and Jared 2<sup>nd</sup> the motion. All were in favor and none were opposed.

### **GOVERNOR'S CONFERENCE ON HOUSING AND ECONOMIC DEVELOPMENT-**

Jared and Christine attended the event the first day, and Tom and Tony attended the second day. Jared said that it was more geared toward South Jersey and thought that it was very good, and Christine agreed. They attended Transferring South Jersey landscapes, and he said that he took away from it that the town needs to be more involved with the County and Christine said that Atlantic City and Glassboro are becoming major hubs and that we, as a Township, need to work on getting connected with them. Tom and Tony said they talked with a Planner from the state who said they would work with the Commission and the Town.

### **SUASION -**

Tony talked to the members present about Suasion's costs sent to the Commission for 2017. Ernie explained that this was sent in response into Ernie telling Susan that they are trying to get budgets together for 2017. Ernie said that he will be lobbying the budgets during the week for both EDC and Main Street, and the members discussed possibly splitting the SUASION cost with the Main Street Committee. Tony asked Cncl. McIlvaine if it would be possible to get someone like Ernie a part time position, and paid position to get out and promote the Township. Cncl. McIlvaine said that this would need to be approved by Mayor Teefy.

### **JFSC REPORT -**

Tony advised everyone to read it and it will be reviewed next month. Tom mentioned that some of the dates for traffic data were very old.

### **SMALL BUSINESS LOANS PROGRAM-**

Tony and the members talked about the difference between SBA Loans for tenants, and not owner occupied businesses and why they are almost automatically denied. Tony said that he would like to talk to Rob Bender about that. There were some

## **ROUNDTABLE**

**Aileen** – Wish you all luck in 2017.

**Jared** – Will need to reach out to Rowan about Small Business workshop

**Tom**- Make sure that everything that has been done is implemented and continued, but not too much to overwhelm themselves.

**Ernie** – Ernie reiterated that Tom offered to do the Zoning Map in a readable format with different information gathered from different maps.

**Cncl. McIlvaine** - A salesperson, possibly assistant for Roe might be beneficial

**Tony** – Looking to reach out to Tom Duffy to be realtor on the Commission, Looking for replacements of leaving members. Going forward, and happy with what has been done this year.

**Richard** – Are there any incentives for new development with green roof, or storm water runoff not into a large system? No one knows of any.

### **LETTERS FOR REAPPOINTMENT –**

Aileen mentioned that Tony Iovino has not submitted a letter for reappointment, and that if anyone else wishes to resign or not be reappointed to please send them in ASAP.

**BUDGET ITEMS-**

Blanket PO for Suasion has \$6,625 remaining and there is \$17.15 left in the account for the year. Aileen mentioned that if anyone needs business cards, she can use that money to buy them by the end of the year. Tony made a motion to buy business cards for Ernie and Tom second the motion. All were in favor and none were opposed.

**ADJOURNMENT**

With no further business to discuss, Chairperson Tony Langella asked for a motion to adjourn. Ernie made a motion to adjourn the Monroe Township Economic Development Commission Meeting of November 21, 2016. The motion was seconded by Jared; all in favor and the meeting was adjourned.

Respectfully submitted,

Tara Park  
Secretary of the Economic Development Commission

The next scheduled Monroe Township Economic Development Commission meeting is Monday, December 12<sup>th</sup> at 7pm in the 3<sup>rd</sup> floor meeting room.

***These minutes were prepared from excerpts of the tape-recorded proceedings of the Regular Economic Development Commission Meeting of November 21, 2016 and serve as only a synopsis of the proceedings.***

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