

**MINUTES  
ECONOMIC DEVELOPMENT COMMISSION  
TOWNSHIP OF MONROE  
NOVEMBER 18, 2013**

The Regular Meeting of the Monroe Township Economic Development Commission was called to order by Chairperson Tony Langella at 7:01 pm in the 2<sup>nd</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. Christine Feggans offered the Invocation.

**ROLL CALL**

Present: Manny Bermudez, Christine Feggans, Tony Langella, Mike Mota, Jill Simmermon, Jared Valdez, Aileen Wojciechowski, Cncl. William Sebastian.

Absent:

**APPROVAL OF MINUTES**

Manny Bermudez made a motion to approve the minutes as corrected of the Economic Development Commission Meeting of October 21, 2013. The motion was seconded by Jared Valdez and approved by all members of the Commission in attendance.

**CORRESPONDENCE, REPORTS AND OTHER MATTERS**

Chairperson Tony Langella introduced Dr. Mike Mota, the newest EDC member. Mike told us that he has lived in Monroe Township with his family for about 15 years. He works for CRSI and has been in the industry for 15 years as well.

Aileen brought up that an office on the third floor used to be for the EDC in years past. Tony would like to check with Mayor Gabbinelli to see if that office would be able to be utilized by the EDC.

Councilman Sebastian spoke about an article that was in the South Jersey magazine about the redevelopment of the Moorestown Mall. He wanted the commission to read it as it had certain requirements that the group felt were required to have a successful redevelopment. Moorestown is a dry town but they had referendum put through to for liquor licenses to be available in the specific redeveloped zone. Another article that Cncl. Sebastian brought for the commission was from Paparone homes where Monroe was named one of NJ's top five suburban communities. There was also an article in the Courier-Post giving statistical information about Monroe, but also highlights parts of the town.

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

Cncl. Sebastian updated the commission about the Shorty's property in the old Jamesway building. The indoor baseball gym has started to move from their location in the Monroe Business Park, with an opening day expected for Nov. 30<sup>th</sup>.

Tony brought up the Spotlight on businesses. Manny said that he would contact the baseball gym and Cacia's bakery for the Spotlight on business segment.

Tony received a proposal for \$2,375.00 from Jason of Astro signs for a new sign like the one that is up by the expressway. The location for the new sign would be coming into Monroe from Tuckahoe Road. Aileen would also order the smaller signs from the road department.

Manny motioned to approve the invoice from Astro sign for the Tuckahoe Road sign at \$2375.

Jill seconded the motion, all in favor.

Manny made a motion to approve the road department signs in the amount of \$500. Christine seconded the motion, all in favor.

Cncl. Sebastian talked a out Williamstown square still looking for big box anchor stores before they would be able to get smaller stores for the shopping center.

Joe Getz, JGSC Group, was contacted by Tony and Jared to do a feasibility study. Tony asked if the commission would consider paying for the feasibility study if the township was unable to. Joe worked with Monroe in 2005 when he did a study for the redevelopment of Main Street. At this point in time Joe would like to focus on the Black Horse Pike area. The feasibility analysis would compile and examine economic data for Monroe Twp. and compare it to surrounding townships. The data would include demographics, physiographic, retail supply and demand, consumer spending, retail market potential, traffic counts, workforce population, business counts, and produce a list and map of competitive retail locations, shopping centers and majors retail corridors and conduct windshield tours to determine how that retail offering compared to the retail offering within the community. Create and analyze heat maps, identify concentrations of populations retail spending and market potential.

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

With these analysis they will be able to formulate an initial opinion of the viability of retail recruitment effort for the black horse pike effort. In 45-60 days recommendations, along with the reports and maps would be provided. Should the analysis find that a retail recruitment effort is feasible they will recommend additional steps to create and implement a targeted retail recruitment effort. These recommendations could include a consumer survey, review of zoning regulations, interviews of elected and appointed officials and local property owner and similar activities.

Mike asked if the study was for five or ten years and if we would know where the potential for growth is. Tony asked if the commission would like to have Joe come in to a meeting.

Voorhees launched the tax card program with 25 businesses and are at 31 businesses after a few weeks. Carmine de Falco, of FinCredit, came and spoke to the Rotary Club and Business Association. Manny felt that everyone at the meetings were behind the program. Christine felt that members of the rotary and business association were interested in the tax card program

Christine brought up that 94.1 hosts a radio show from Shoprite once or twice a month and it could possibly be used for publicity.

Tony asked where we needed to go from here with the tax card program.

Manny added that we needed to continue to find interested businesses and to have a one sheeter with all the benefits of being the sponsor of the card. Jared brought up having a merchant event before getting a sponsor, Manny suggested setting a date with Carmine and getting the word out to the local businesses via postcard or flyer. Jill suggested putting it on Facebook and Aileen also suggested ch. 13. Manny added that the commission needs to present the program to council to make sure it is approved before we have events promoting the program.

The next spotlight on business would be Nov. 25th, Manny suggested Rush's gym since they would be opening on the 30th, or Cacia's bakery. Tony asked Manny to make phone calls for it.

Tony asked if we were timely on encumbering money for the next signs the commission wanted to order. The large sign would be \$2375 and would go on Tuckahoe Road coming from Franklinville. The small signs would also be able to be ordered from the road department.

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

Aileen had paperwork for the 2nd annual shop local initiative "shop, dine, go local" on December 30th. The commission would need to register with the Gloucester County Economic Development commission, and residents could go online to take a pledge to shop local. Manny said that the form should be emailed to the Business Association. Aileen gave information on an annual report that needs to be done for council. Tony said that he and Jared would take care of it. Aileen brought up that the 2014 meeting dates need to be scheduled and that the first four months; the third Monday fell on a holiday. The first three meeting dates will be as follows: January 27th at 5:30pm, February 24th at 5:30pm and April 28th at 5:30pm.

Aileen also brought information on the sign that is part of the TODS program. There is an application and criteria for businesses to be eligible along with a fee of \$800.

Jared wants to get the tax card approved by council and move forward with it.

Christine is glad Mike has joined the EDC and feels good about having him on the commission.

Jill is going to work on the tax card program.

Manny is going to contact Rush fitness and Cacia's bakery about the spotlight on business.

**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 November 18, 2013. The motion was seconded by Manny; all in favor. Meeting adjourned at 9:05pm.

Respectfully submitted,

Jacquelyn Allen

The next scheduled Monroe Township Economic Development Commission meeting is Monday, December 16, 2013 at 7:00pm.

*These minutes were prepared from excerpts of the tape-recorded proceedings of the Regular Economic Development Commission Meeting of November 18, 2013 and serve as only a synopsis of the proceedings.*

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