

**MINUTES
ECONOMIC DEVELOPMENT COMMISSION
TOWNSHIP OF MONROE
APRIL 28, 2014**

The Regular Meeting of the Monroe Township Economic Development Commission was called to order by Chairperson Tony Langella at 5:34pm in the 2nd 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. Manny Bermudez offered the Invocation.

ROLL CALL

Present: Manny Bermudez, Aileen Wojciechowski, Tony Langella, Jared Valdez, Cncl. Ronald Garbowski, Christine Feggans, Jill Simmermon.

APPROVAL OF MINUTES

Manny made a motion to approve the minutes of the Economic Development Commission Meeting of February 24, 2014. The motion was seconded by Jared and approved by all members of the Commission. Jared made a motion to approve the minutes of the Economic Development Commission Meeting of March 17, 2014. The motion was seconded by Manny and approved by all members of the Commission.

CORRESPONDENCE, REPORTS AND OTHER MATTERS

Steve Slotnik, President of the Business Association, and Brent Uhler of FinCredit were guests of the meeting.

Manny spoke about spotlight on business saying that it is a 3-5 minute commercial spot during the televised council meeting that is aired on the local television station.

Chairperson Tony Langella asked for an update on the signs, he said that he saw the smaller signs but has not seen the larger sandblasted sign. Aileen confirmed that the larger sign was installed and Tony added that meant all the signs that were purchased were now installed.

Tony and Jared gave an update on the video that is being produced by the middle school students. Jared said they have started but the process is slow and it would not be finished by the end of this school year. Jared added that he would remain in contact with the teacher for updates.

Brent Uhler, of FinCredit, gave a brief description of the tax card program. He also added that Voorhees was allowing non-residents to use Shop Voorhees cards, the person would receive a check at the end of the year. He said this is up to the discretion of each town. Jared asked is most sponsors were banks that were in the town. Brent said that the sponsors varied from bank to restaurants, and several sponsors would work. If there were more than 3 sponsors, the cards would be ordered in batches and not every card would have all the sponsors. Tony stated that the council passed the resolution for the tax card program.

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

Jill brought up the idea of doing levels of sponsorship, so that if one sponsor is unable to do the entire amount they would still have the opportunity to sponsor the card. If possible the budget for the cards should also include money for advertisement. Tony asked if everyone could give some time each week to work on getting the sponsors. Jared, Manny, Christine, Jill and Tony all said they could give time each week to work on getting a sponsor, Tony asked Brent to help as well. Brent also suggested having a merchant event to have businesses sign up, Manny suggested a business expo. Steve suggested asking a car dealership about sponsorship. Tony asked Brent if anyone had any negative feedback on the program, he said one business thought that he would still get the residents business without offering them an incentive with the card. All other feedback has been positive.

Tony asked the commission if they had suggestions for the vacant seat. He said that Steve said he would consider joining. Cncl. Garbowski also had 2 other interested people. Tony was going to ask Cncl. Garbowski for the resumes of the interested parties.

Jared said that Freeholder Heather Simmons will be coming to May's meeting to speak about a program and she would also be able to answer any questions about what the county can do for Monroe Township, in terms of supporting the economic development.

Aileen brought up that there was an ordinance being brought up before Council for a new tax abatement application. It was being modified, the original application can stay on the website until the second reading of the ordinance in front of council.

Christine said that the tax card is a major positive for the town right now. The businesses need it, all that the businesses are hearing about around town is about what the Economic Development Commission is doing. Jill asked for a list of all the businesses in Monroe. Jared said he would contact Paul about adding the card in with the tax bill. Aileen does not like that non-residents can get cards for other participating towns. Manny said that it would be a small percent that would know that.

Tony asked if the Commission if they thought of the town as Williamstown or Monroe and what the program would be called, ShopMonroe or ShopWilliamstown. Manny wants to get the sponsor taken care of. Jill asked if it was realistic to get all the postage information by Wednesday. Christine passed cards around that she did made a few years ago showing that we would be able to up to 4 sponsors. Jill said she would like to try for 3 sponsors for cosmetics of the card. Tony told everyone that they are terrific and working together in the right direction.

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 April 28, 2014. The motion was seconded by Manny; all in favor. Meeting adjourned at 7:39pm.

Respectfully submitted,

Jacquelyn Allen

The next scheduled Monroe Township Economic Development Commission meeting is Monday, May 19, 2014 at 7:00pm.

These minutes were prepared from excerpts of the tape-recorded proceedings of the Regular Economic Development Commission Meeting of April 28, 2014 and serve as only a synopsis of the proceedings.

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