

**MINUTES  
ECONOMIC DEVELOPMENT COMMISSION  
TOWNSHIP OF MONROE  
DECEMBER 15, 2014**

The Regular Meeting of the Monroe Township Economic Development Commission was called to order by Chairperson Tony Langella at 7:04pm 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: Tony Langella, Jared Valdez, Christine Feggans, Manny Bermudez, Jill Simmermon, Natalie Wentz

Absent: Aileen Chiselko, Cncl. Ronald Garbowski

**APPROVAL OF MINUTES**

Christine made a motion to approve the minutes of the Economic Development Commission Meeting of November 17, 2014. The motion was seconded by Manny and approved by all members in attendance of the Commission. Natalie Wentz abstained due to her absence of the November meeting.

**CORRESPONDENCE, REPORTS AND OTHER MATTERS**

Charles “Chuck” Earling, Superintendent of Monroe Township Schools, Kevin Meeks, Williamstown High School Media Teacher, and Mike Spano, Williamstown Middle School Media Teacher, attended the meeting. Chairperson Tony Langella gave a brief explanation of the tax card program, the banners and the promotional video. Chuck said that they would like to help with the video, they have the capability to handle the video and the students need projects. He feels that Monroe is a sleeping giant as far as a town growth and educationally. Tony stated that there is a large area for growth, one area being activities for kids. Chuck agreed and said he is willing to work together, that the town pride will spill over into the schools and ultimately to the kids. He also said that he is from Washington Township and that they have a lot of great things, but they do not have one thing that Monroe has: a downtown. It is nice to have a Main Street where you can celebrate events in your town. Manny showed a short clip of the Hammonton promotional video to give an idea of what the commission is looking for in it’s video. Jill asked if the students would be able to help with the township’s website to make it easier to navigate, Mike said that would be a job for a Webmaster and not for the students. Jared asked what the timeline for the video would be. Kevin answered that they would need to know what the video’s message will be and who the target audience is, then the commission can start to develop a script and a list of business they would like to include. Once that is established and businesses are contacted, a film schedule can be created. The filming and editing would take about 8-10 weeks. Manny said that the video needs to be marketed to businesses that may move to or open a location in Monroe and it needs to give a sense of pride to the residents that this is all Monroe offers. Chuck thinks it has a great diversity and it is close to many areas, it takes time and persistence to develop and grow. Jill suggested having a premier of the video at the Grande, and Chuck said that we could also use the High School to show the video, which would be at no cost. He is a shared services advocate. Jill asked if they could send a message out about the tax card through the school’s Blackboard Connect system, Chuck said he would check with the solicitor and they can also be out on their website.

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

Mike asked when they could expect to hear from the commission with information for the video, Tony said once the commission meets with the new township administration about it, which would be most likely in January.

Tony said that Jason Painter, of Astro Signs, has to make the banners for Main Street narrower to be able to have them not go into the street and comply with zoning. He was also asked for a quote on tax card brochures. Jared made a motion to encumber \$1,700 for Astro Signs for the brochures, the motioned was seconded by Natalie.

Natalie brought up that we would need to have the businesses that will be in the promotional video are going to need to sign waivers since the video will be used on social media and posted on websites.

Christine gave a update on Spotlight on Business, MomMom's coffee shop did the spotlight in November. Manny suggested Auto Zone for January since they just opened on the Black Horse Pike

Tony asked for everyone to say what they thought was good about 2014 and what they want to see or do in 2015. Jared thought there was good energy and guests in 2014; in 2015 he would like to contact other towns that have had the tax card already in their towns. Christine would love to see the town to be highlighted and to grow. Jill was thrilled that Chuck came to the meeting and that he is so willing to help with the video. She feels the momentum is great. Manny compared his time here like the commission was given a puzzle in a box and in 2014 the pieces have been shuffled and we are starting to know where the pieces go. 2015 is going to be more productive than 2014. Manny also gave some ideas for what to feature in the video: historic Main Street-the heart of Williamstown, the Grande theatre and historic spots, proximity to other areas, housing, you can rent or own, and the residential boom that is going on. Also, the businesses on the Black Horse Pike, including the new businesses and the new residential community behind Sam's Club. Churches, school campuses, clubs, activities and sports that bring communities together, recreational fields, the tax card program, golf courses, farm preservation, music festival. Christine added the Amish Market should also be included. Natalie said that there is so much going on and being done at the same time and she would like to see them completed by the end of 2015. Tony thinks that in 2014 more was done than previous years and in 2015 more is going to be accomplished.

**Economic Development Commission Minutes *(cont'd)***

**December 15, 2014**

**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 December 15, 2014. The motion was seconded by Christine; all in favor. Meeting adjourned at 8:40pm.

Respectfully submitted,

Jacquelyn Allen

The next scheduled Monroe Township Economic Development Commission meeting is Monday, January 26, 2015 at 5:30pm.

*These minutes were prepared from excerpts of the tape-recorded proceedings of the Regular Economic Development Commission Meeting of December 15, 2014 and serve as only a synopsis of the proceedings.*

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