

**MINUTES
ECONOMIC DEVELOPMENT COMMISSION
TOWNSHIP OF MONROE
JUNE 15, 2015**

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

ROLL CALL

Present: Tony Langella, Christine Feggans, Aileen Chiselko, Natalie Wentz, Jared Valdez, Erinie Carbone
Absent: Robert Bender, Cncl. Bart McIlvaine

APPROVAL OF MINUTES

Ernie Carbone made a motion to approve the minutes as corrected of the Economic Development Commission Meeting of May 18, 2015. The motion was seconded by Natalie Wentz and approved by all members of the Commission.

CORRESPONDENCE, REPORTS AND OTHER MATTERS

Philip Imbrenda, Executive Producer, and Donna Philips, Director of Sales, of TV One Productions came to talk to the Commission about doing a three-minute video highlighting the assets of the town. The total cost would vary depending on what services are needed for the video. The taping can be done in one location or at several, voice-overs are available, as well as a large variety of music. They have writers on staff if needed and editors on staff full time if the video needs to be done quickly, in a week if needed, otherwise it would take several weeks. Once Donna receives all the information as to what is to be in the video she can supply the Commission with a proposal. They played examples of the work done by TV One Productions. Aileen asked if they needed to talk to the webmaster first, Donna said that the editors can put the video in many formats for the needs of the webmaster, if it is something that is complex they would have the editors talk to webmaster directly. Christine asked if one of the artists that she knows could do music on the video, which he would be able, only if the music needs to be purchased would there be a cost. All participants would sign a waiver. Jared stated that the high school would still be working on the video project; however, they would not be able to start until the fall of 2015.

Jason Painter, of Astro Signs, came to the meeting to discuss the Main Street banners and the directional signs by the Jamesway Shopping Center. Ernie told the commission about the current banner hardware, after the banners were installed, on the fluted poles several brackets spun and the banners began to slide down the pole. All the brackets on the poles have been adapted with a screw to stop the bracket from being able to spin and slide. Jason apologized for the situation and stated that there are brackets that can be used that would prevent this as well, they called banner saver hardware. The banner saver hardware costs \$285 each and for 45 poles would cost \$12,825, he estimated installation would take 2-3 days and would cost \$3,300. The existing hardware would not be able to be returned, however, Jason said that would not be an issue for the township he would figure something out. Jason personally guaranteed the existing brackets for 5 years and any repairs needed during that 5 years will be done at no cost.

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

Aileen asked if removing the brackets from the fluted poles would cause damage to the poles. Jason said that if they were removed a silicone would fill in the hole to prevent water from entering the poles. Jason is waiting to hear from the bracket supplier if they will offer a discount on the new hardware. The mayor requested 12 additional banners to be installed down Main Street to fill in some openings. The 12 banners will cost \$2,720, the Commission has \$1,700 that was encumbered with Astro for additional signage, bringing the final cost that needs to be paid for the additional 12 banners to \$1,020. If everything is good to order the banners by the end of the week the banners should be installed by July 4th.

Jason brought the designs for the directional signs that are going on the pike near the intersection of Main Street and 322 near the Jamesway shopping Center. Jared and Ernie stated the signs were busy and had too much information on them. The Commission worked together to make adjustments to the signs, Jason is going to make the changes and then email the Commission for approval before ordering. The directional signs have a purchase order of \$7,587. Tony asked if the directional signs could be up by July 4th and Jason said yes.

Racks II, formerly A.J. Millers, is doing the spotlight on business on June 22nd, she is also going to explain to council why she changed the name and all the changes that have been made. Christine went to the granite floor store and left her card, she hasn't heard back from them yet. Christine is also going to talk to Thrift Specialist about doing a spotlight.

Tony wants to move forward with the video, Natalie thinks the video place needs to do the script for the video. Ernie recommended Cncl. Miller for the voiceover, Jared thought that the voice over needs to be a professional.

Tony called Cncl. Miller to clarify that the Commission's budget was \$20,000 or \$25,000. Cncl. Miller thought it was a total of \$25,000 with \$20,000 as a budget and \$5,000 from Investors Bank to be used on the tax card program.

Tony thought the Music Fest was phenomenal, Mayor Teefy gave the Commission sunglasses and playing cards to give away. The residents were excited about the tax card program.

Tony and Jared feel that until the township has an employee that is going to handle the workload of the tax card we should shelf it.

Aileen would still like to do the township map, there is no cost to the municipality, the businesses put advertisements on the map and that handles any fees associated with the map. The company that does the map goes to the businesses to get ask for the advertisement, the township needs only to give the township info they want included on the map. Jared made a motion to get the maps, Ernie seconded; all in favor.

Natatie thinks what has happened so far on Main Street is wonderful; she wants to see the momentum kept up with future projects.

Jared would like more professional marketing materials, like a glossy brochure, for Mayor Teefy to take with him to meetings and events. Jared is going to get some estimates, Ernie would like Jared to talk to the marketing director for the Main Street Committee to make sure they aren't duplicating any efforts.

Christine went to the Main Street Committee meeting and was blown away by not only how much they are doing, but by how much they referenced what the Economic Development Commission was doing. It is a good partnership and the EDC efforts are being noticed.

Ernie is happy to be a part of the EDC and grateful that the EDC accepted him easily and he likes to see how much the Commission has done so far and he is proud of the efforts.

Tony would like to see more support of town businesses by residents.

Economic Development Commission Minutes *(cont'd)*

June 15, 2015

ADJOURNMENT

With no further business to discuss, Tony asked for a motion to adjourn Natalie made a motion to adjourn the Monroe Township Economic Development Commission Meeting of June 15, 2015. The motion was seconded by Aileen; all in favor. Meeting adjourned at 9:06pm.

Respectfully submitted,

Jacquelyn Allen

The next scheduled Monroe Township Economic Development Commission meeting is Monday, July 20, 2015 at 7:00pm.

These minutes were prepared from excerpts of the tape-recorded proceedings of the Regular Economic Development Commission Meeting of June 15, 2015 and serve as only a synopsis of the proceedings.

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