

**MINUTES  
ECONOMIC DEVELOPMENT COMMISSION  
TOWNSHIP OF MONROE  
MARCH 21, 2016**

The Regular Meeting of the Monroe Township Economic Development Commission was called to order by Chairperson Tony Langella at 7:02pm in the 3<sup>rd</sup> Floor EDC 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, Natalie Wentz, Robert Bender, Ernie Carbone, Cncl. Bart McIlvaine  
Absent: Aileen Chiselko

**APPROVAL OF MINUTES**

Robert made a motion to approve the minutes of the Economic Development Commission Meeting of February 8, 2016. The motion was seconded by Ernie and approved by all members in attendance of the Commission.

**CORRESPONDENCE, REPORTS AND OTHER MATTERS**

Katherine Falcone, president of Williamstown Chamber of Commerce, the chamber is coming a long way, she brought a newsletter with their new logo and slogan in it, as well as upcoming events, and their ribbon cutting criteria. Ribbon cutting criteria: chamber member, opened doors within last 12 months, moved to new location, expanded or remodeled at present location or changed ownership or under new management. She would like the town to look at the chamber as a portal for new businesses coming into town to utilize the chamber for future ribbon cuttings to help them be successful, they also have other businesses help if their services are applicable. Jared asked is if she is connected with the town to be notified of new businesses. Katherine's plan is to have the township give a new business the ribbon cutting criteria and chamber application. Chamber will advertise the business expo as well as the Monroe Township spotlight. Another goal is to make sure the town members and municipal staff know there is a chamber and let businesses know about it, since many businesses seek towns where there is a chamber. She is looking to get an intern from the Williamstown High School D.E.C.A. club and letting other businesses know that interns are available through the club. The chamber and council should know each other well so that they can work together for businesses.

Suasion sent logo samples as well as a timeline for launch dates:

Brand discovery is complete

Logo finalization -April

Website initial meeting site design, first and secondary pages design-March/April

Website launch- May

The commission made some changes and suggestions to the logo, Jared and Tony are going to speak with Susan during the week and they will talk to her about the changes.

Ernie, Jared and Cncl. Miller narrowed down the video interviews to fit into the length of the video. Ernie and Jared will also be editing the B-roll footage after their meeting with TV One.

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

**March 21, 2016**

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

Anthony and Cleopatra did the February Spotlight on Business. DOT organization will be doing the April spotlight on business, May will be Investors Bank, Tony would like to ask Katherine to do June for Williamstown Chamber of Commerce. Several new businesses are coming to Main Street, a deli, an architect and an art center. There are also other businesses interested in opening on Main Street.

Ernie read a Municipal map update from Aileen. 25 of 50 the ad spaces have been sold. Christine is going to ask the Rotary club if they would like to buy a space.

The ordinance to add alternate members to the commission was passed. The commission will review the applications that have been submitted.

Tony asked about the Tax Card Program and how it should be handled moving forward. He has spoken with both Mike Carcedee and Larry Spellman, of Voorhees, about their tax card program and they both said that they love the program and would do it again. Ernie spoke with Rosemary Flaherty about her possibly being the Township employee that monitors the program and he suggested having a meeting with Carmine, Tony, Jared and himself to talk about the responsibilities of the position. Robert suggested that the commission try to obtain the additional \$5,000 sponsorship that is needed to initiate the program. Ernie commented that the tax card program will help businesses in town and residents.

Ernie stated that the township newsletter is still going to happen it is just taking longer than anticipated. There will be two separate newsletters, one for Main Street and one for the township. Natalie is going to initiate the township newsletter, which will have sections highlighting different aspects of the town and events. Main Street will be released the first Wednesday of every month and the township will be released on the third Wednesday of every month. They will be done through GoDaddy.com and sent via email.

Jared stated that Suasion submitted the proposal for the next phase, he would like to hear from her what exactly she wants to do. Natalie would like to see the finished product of the first phase before moving on to phase 2, Robert agreed. Natalie is going to contact the schools for information for the newsletter, for future newsletters she will get information from the local youth sports organizations. Jared suggested that once the newsletter gets momentum it should be taken over by a township employee. Jared sent Christine a list of businesses to contact for spotlight on business, she is contacting them and is excited to have new businesses to spotlight. Ernie is going to email information to the commission about the Spotlight on Williamstown and the Williamstown Business Expo. The EDC can have a table at the events if they wish. M&M photographers submitted a proposal for a ten location outdoor photo shoot for \$575. Ernie made a motion to approve the proposal from M&M photographers for \$575, Natalie seconded and all in attendance were in favor.

## **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 March 21, 2016. The motion was seconded by Jared; all in favor. Meeting adjourned at 8:25pm.

Respectfully submitted,

Jacquelyn Allen

The next scheduled Monroe Township Economic Development Commission meeting is Monday, April 18, 2016 at 7:00pm.

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

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