

MINUTES
ECONOMIC DEVELOPMENT COMMISSION
TOWNSHIP OF MONROE
December 12, 2016

The Regular Meeting of the Monroe Township Economic Development Commission was called to order by Chairperson Tony Langella at 7:00 pm in the 3RD 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, Ernie Carbone, Thomas Swartz, Aileen Chiselko and Christine Feggans.

Absent: Tony Iovino, Natalie Wentz, Robert Bender, and Cncl. Bart McIlvaine

WELCOME MEMBERS AND GUESTS

Tony welcomed Susan Adelizzi-Schmidt, the President of Suasion Communications Group to the meeting. She gave a report to the members about the year and shared with them the different articles and events that Suasion took part in, and put together with the Township. There was a total of 6 press releases and 29 stories. She also showed the members a metric for all the stories and news outlets showing how much each was worth. She stated that there were over \$1 million in placements. There was then a discussion that followed about the JGSC Marketing Analysis and the Tax Card that the EDC was looking into previously. Susan talked about her recent experience starting this in Haddonfield. There was a discussion about what to do in 2017 and in what direction the EDC would like Suasion to go. In conclusion of the discussions and debating which would be best the members agreed that they would like to keep the PR going with an emphasis on business recruitment. They also agreed to proceed with a flyer, social media ad buys and target marketing. There was a discussion about doing a survey of different towns and their Utility fees, and after much discussion Tom said that he would discuss it with his boss to see if he has the information.

CORRESPONDENCE, REPORTS AND OTHER MATTERS

MAIN STREET - Ernie said that the Christmas lights are up.

CHAMBER OF COMMERCE (WILLIAMSTOWN/GLOUCESTER COUNTY) – Ernie said that they are now over 100 members, and the Chamber gave the 100th member their dues free for 2017.

UPDATE ON MUNICIPAL MAP – Aileen said that print sent copies to review, and went over the fact that she was trying to get them the correct Seal for the Township. Aileen got everyone's ok to have their names on the map. Aileen went over the EDC Mission statement as revised by the subcommittee. The Mayor's message will be on it as well, talking about the rebranding and "Williamstown", and a few other changes. Susan asked about the map and Aileen gave her a brief description of what it is and how it came about.

SPOTLIGHT ON SMALL BUSINESS – Christine said that Rockin’ Jump will be featured at the January meeting and that she also feels the members of the EDC should be on the agenda for a meeting in 2017.
UPDATE ON JGSC TRAFFIC COUNTS - Ernie handed out the corrected reports to the members and Ernie and Tony said that they suggested using the DOT sites to correct the information.

ACCOMPLISHMENTS FOR 2016/PLANS FOR 2017- Tony said that they have a tremendous group in the EDC and mentioned some great events from the year like the Trolley Tour, Mayor’s Symposium, the Muscular Dystrophy Walk, and Music Festival Unveiling to name a few. Tony also said that the Commission needs to convert the energy and hype from 2016 into concrete, quality development in 2017.

ADJOURNMENT

With no further business to discuss, Chairperson Tony Langella asked for a motion to adjourn. Jared made a motion to adjourn the Monroe Township Economic Development Commission Meeting of December 12, 2016. The motion was seconded by Ernie; all in favor and the meeting was adjourned.

Respectfully submitted,

Tara Park
Secretary of the Economic Development Commission

The next scheduled Monroe Township Economic Development Commission meeting is Monday, December 12, 2016 at 7pm in the 3rd floor meeting room.

These minutes were prepared from excerpts of the tape-recorded proceedings of the Regular Economic Development Commission Meeting of December 12, 2016 and serve as only a synopsis of the proceedings.

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