

MINUTES
ECONOMIC DEVELOPMENT COMMISSION
TOWNSHIP OF MONROE
AUGUST 14, 2017
7:00pm

The Regular Meeting of the Monroe Township Economic Development Commission was called to order by Chairperson Anthony Langella at 7:15pm 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: Ernie Carbone, Richard Coe, Christine Feggans, Anthony Langella, Thomas Swartz, Jared Valdez, Richard Sanford, Tom Duffy, Cncl. Joe Marino

Absent: Robert Bender, Tom Duffy

WELCOME

Today is June 19th. This is the Economic Development Commission meeting. Tony welcomed the commission members and Secretary, Meryl Lynn Murtha

CORRESPONDENCE AND OTHER MATTERS

Tony and Ernie told the Commission the Mayor was invited but was called away on business. The Mayor was going to introduce Jen, who will join us with the Mayor at the next meeting. Cncl. Marino told the Commission that Jen is a Realtor from Tom Duffy's office being considered for the Tax Card position. We don't have the final word on her being hired yet. Richard Coe communicated his understanding that Jen will look to this group for the broad policy and direction and to Rosemary and the administration for the day to day accountability for what she'll be doing, etc.

Jared and Cncl. Marino said Carmine mentioned a Merchant Event with a presentation to explain the Tax Cards. Hopes are to set this up as soon as the new person is on board. Council's appropriation will happen quickly; Tax Card design is done; and can be printed for \$1.00 each and will be distributed for people to pick up at Investor's Bank (A sponsor), the tax office, etc. Cncl. Marino informed the Commission of Jen's credentials and connections and mentioned that the Council was on board. After position is in place four months, a decision will be made whether to continue and if an economic development position will be established.

VOLUNTEER HOUR REPORT

The members reported their volunteer hours to the Secretary

APPROVAL OF MINUTES:

Jared made the following corrections:

- Chamber of Commerce: Katherine Falcone's name was spelled incorrectly and that she *is* doing a good job getting new members.
- South Jersey Land and Water Trust: EDC representation wouldn't make an impact because the *Trust's projects are typically not relevant to our Commission.*
- Tax Card Program Suspension: Jared pointed out there were *struggles* with the tax card program getting off the ground. We need to better coordinate with the township.

Rick Coe made a motion to accept the corrections and approve the minutes of the Economic Development Commission Meeting of June 19, 2017. The motion was seconded by Tony and approved by all members of the commission.

Rick Coe made a motion to approve the minutes of the Economic Development Commission Meeting of May 15, 2017. The motion was seconded by Ernie and approved by all members of the commission.

OLD BUSINESS

SPOTLIGHT ON BUSINESS

Tony recommended spotlighting Steve McNamara and the new brewery, "The 13th Child" (Jersey Devil). They are waiting for their license. Rich Sanford said that things are progressing. Target opening date is Friday, October 13th. Tony asked for recommendations to spotlight. Christine is contacting the new Vietnamese Restaurant on Cross Keys Road and the new nail salon on Main Street wants to wait a few months. The brewery is in her sights as well. Cncl. Marino mentioned the opening of a new screen printing place on Main Street. Tom mentioned the opening of Inspira Medical offices on Cross Keys Road.

Tony and Christine reiterated the Mayor's VIP status in his personal life and that perhaps he, or some Council members, should be spotlighted for what they do in our community. Christine will approach the Spanish restaurant for September.

Tony inquired about fire hydrant locations and extent of water and sewers in Williamstown. Discussion ensued regarding water and sewer boundaries and the number of households that have water and sewer with MUA.

MAIN STREET COMMITTEE – Ernie presented a Map prepared by ARH that designates new parking areas, marking clearly increasing from 39 to 50 spaces from the Fire House to Poplar St. MSC suggested street-scaping, signage and parking changes, also public parking availability at Pfeiffer Center and Newfield Bank, per their okay. Parking lines will be painted for spaces. Crosswalks will also be redone and maybe two humps for pedestrian crossings will be added. All changes are estimated to be done before the end of Fall this year. This was all approved and submitted to the Mayor, Publics Works Department, Police Department, Solicitor Chuck Fiore, President of the Council, and Rosemary Flaherty from Community Development. Public Works is getting estimates. Other areas for public parking are being looked into.

NEW BUSINESS

MARKETING

Four proposals for the combined trolley tour and general economic development marketing work were reviewed. Here is the run-down on pricing:

- 1) \$91,875 - \$116,850 -- Haven Media & Marketing, Haddon Heights, NJ
- 2) \$42,500* [\$19,500 (for 2017) \$23,000 (for 2018)] -- Frankenstein Design, Hammonton, NJ
- 3) \$16,525 -- Suasion Communications, Somers Points, NJ
- 4) \$7,500*** -- KLA Marketing Associates, Cherry Hill, NJ

* Note that Frank Italiano from Frankenstein Design recommended skipping the trolley tour and focusing on private tours with developers. He also suggested a complete redo of our web site to optimize for marketing. His proposal reflects those recommendations.

**Note that KLA Marketing Associates have given an estimate for only the Trolley Tour portion of the marketing services.

After the marketing proposals were reviewed, Rick Coe made a motion to approve the proposal from Suasion Communications, Christine seconded the motion. Following a roll call vote of all present, the motion was approved unanimously.

TROLLEY TOUR

Tony recommended private tours if we don't get five – six participants. The tentative date is October 18th with a rain date of October 25th. Tom said he will get a list of contacts to be called and recommended some written information/script from the Economic Development Commission be available for distribution. Tom will start getting the feelers out.

Ernie asked about mixed use projects – residential/commercial. Cncl. Marino suggested EDC's presence at a Redevelopment Council meeting to discuss the issue. He also recommended that Redevelopment Attorney, Lou Copella

be contacted and said that Cncl. Cody Miller is involved with the issue. Discussion ensued regarding residential versus much needed commercial development. Ernie envisions a square, with businesses on Main Street near the Pfeiffer Center. Ernie stated that 65% of people who live in mixed use, on Cross Keys Road, do not have children. Cncl. Marino added that all our schools have additions and we can't add more. Tom shared information regarding the Sicklerville Road Project re: getting commercial businesses. The traffic patterns/lights need attention and reprogramming by the county.

MEMBER REPORTS

MUNICIPAL - Rich Coe and Cncl. Marino had nothing to add to previous discussion. Rich sees growth in Williamstown five years down the road because of the changing demographics headed down Route 42. Cncl. Marino agrees and that we need to make it easier for developers. There was discussion about the Site Plan Waiver. Rich Sanford said the town needs a better follow up with landlords. Conditions should be followed up for receipt of escrow money and inspections through Community Development. There is a Developer's Agreement.

COMMUNICATIONS

Ernie reported the "Grow with Williamstown" website was static. We now have 'Wordpress' capability, and the code. Our first project, per Christine's suggestion is our social media promotion of Mayor Teefy. Ernie continued mentioning that we now have navigable links on our website. The homepage will have a visual of links to which we now have access. A link we'll have is "Alert" - click it and it captures your email so the Mayor can communicate with you. The tax bill requests your email to the Township has it.

INCENTIVES

Rich Sanford reported that we have access the Economic Development Commission Facebook page; we also have access to the Grow with Williamstown Facebook page. Rich experimented by posting and sharing on Facebook about local businesses through EDC's page, He reported the results of his posts. This is a great way to help promote existing businesses. Rich will continue to post and report. Jared recommended Suasion as a good support and direction. We can publicize our featured businesses. Christine recommended picking a time and date to allow our businesses to post messages. Jared reported the main purpose of the EDC and Grow with Williamstown Facebook pages is to attract new commercial development and keep that as the core purpose of this Commission. Ernie replied about the need to support existing businesses as well. Tom suggested that the EDC Facebook page be more for existing businesses and that Grow with Williamstown be for attracting new businesses. That site includes Rosemary, Cody and Jared as administrators.

Tony bid farewell on behalf of the commission to Cncl. Marino who left at 8:50pm.

REAL ESTATE

Tom spoke about the time it takes for permits to be issued from the permit office. It's an administration issue that needs to be resolved.

ADMINISTRATIVE

Jared said we'll get Suasion moving and get Susan tied in with all the key players, mayor Teefy, Rosemary, etc.

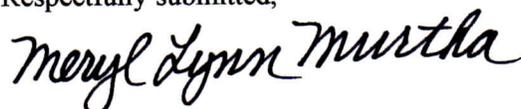
ROUNDTABLE

The Roundtable was dispensed with for this meeting.

ADJOURNMENT

With no further business to discuss, Chairperson Tony Langella asked for a motion to adjourn. Rick Coe made a motion to adjourn the Monroe Township Economic Development Commission Meeting of August 14, 2017. The motion was seconded by Christine Feggans; all in favor. Meeting was adjourned at 9:00pm.

Respectfully submitted,



Meryl Lynn Murtha, Secretary

The next scheduled Monroe Township Economic Development Commission meeting is Monday, October 9, 2017 at 7:00pm.

These minutes were prepared from excerpts of the recorded proceedings of the Regular Economic Development Commission Meeting of August 14, 2017 and serve as only a synopsis of the proceedings.

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