

**MINUTES
ECONOMIC DEVELOPMENT COMMISSION
TOWNSHIP OF MONROE
JANUARY 15, 2018 - 7:00 P.M.**

The Commission joined in for the salute to our flag. Christine Feggans offered the Invocation.

Prior to the opening the meeting, Rich Coe was sworn in as a Board Member, and Rich Sanford and Donald were sworn in as Alternate #1 and #2 respectively for 2018 by Tony Langella.

Economic Development Commission Secretary, Meryl Lynn Murtha, opened the floor for nominations for Chairman of the EDC. Christine Feggans nominated Anthony Langella, seconded by Ernie Carbone. With no other nominations, all voted in favor and Tony Langella was elected Chairman of the Economic Development Commission for 2018.

Tony thanked the group and then asked for nominations for Vice Chair. Ernie nominated Jared Valdez, and was seconded by Tom Duffy. With no other nominations, the commission voted all in favor and Jared Valdez was elected Vice Chairman of the Economic Development Commission for 2018. Tony asked for nominations for Secretary; Ernie nominated Meryl Murtha, seconded by Christine. There were no other nominations and all voted in favor for Meryl Murtha was elected Secretary of the Economic Development Commission for 2018.

WELCOME

Today is December 18th. This is the Economic Development Commission meeting.

The Regular Meeting of the Monroe Township Economic Development Commission was called to order by Chairman Tony Langella 7:12 P.M. in the 3rd Floor Meeting Room of the Municipal Complex. Notice of this meeting was given as required by the annual notice of meetings.

APPROVAL OF MINUTES

Meryl gave a summation of the minutes from the December meeting when the Mayor attended.

Rich Coe made a motion to approve the minutes of the Economic Development Commission Meeting of December 18, 2017, as corrected. The motion was seconded by Ernie. All voted in favor, Tony announced that the minutes were approved.

TAX CARD PROGRAM

Tony began with a question to Guest Cncl. Cody Miller and EDC appointed Council Member Joe Marino: Tony originally brought Carmine DeFalco (tax card program idea) from Marlboro NJ six years ago. What's going on? Joe Marino said it was brought to Council, approved, but put on back burner, but Council is still committed to the program, the finalization still lies with the Mayor. Cody agreed the administration is responsible to delegate someone to get it done. Both Cncl. Marino and Cncl. Miller say this is still a priority. There are many details waiting to be worked out once the Tax Card Program is actually up and running.

SUASION COMMUNICATIONS GROUP

Susan Adelizzi-Schmidt greeted the Commission and was glad we retained Suasion for 2018. She continued: Suasion got some great publicity for Williamstown through stories, Comcast Newsmakers and an ongoing P.R. effort. Suasion assisted with our successful Trolley Tour, creating materials, making contacts, etc. Sales efforts and follow ups are now needed and going on.

On pages referred to by Susan, she explained that some money that was allocated in 2017 was not utilized. These funds were approved to be used for Suasion for 2018 at our December meeting. There will be a continuation of ongoing P.R. – with emphasis on key things happening in town with proactive continuous information cycling. Suasion has been pitching it and there are responses to the positive messaging. The \$4,500 will be for 30 hours of promotion throughout the year. There's \$1,000 earmarked for the installation of a state-of-the-art email marketing system, which we can grow for our specific needs and eventually take it over ourselves with the website we already have. We will own everything. Other allocations are for Re-direct marketing, behavioral targeting, search and content (keywords), geo-fencing, website re-targeting. Suasion will produce creative templates to which we can add. Address books will also be developed. We could target a specific area or even the population of a conference attendance with geo-fencings. There's an allocation for Google AdWords - write your ad; pick your key words, timing, etc. The total in deliverables is \$8,775.00 to Suasion. The third party vendor charges are \$2,850.00, totaling \$11,625.00. This is still remaining on the 2017 purchase order. Discussion ensued regarding the positive marketing of our town.

Tony reminded the Commission there is a new newspaper, the Williamstown Sun, from the NMG Group. They wrote a positive spin on the goals and objectives for the township moving forward.

Cncl. Miller added that our return on investment with Suasion was very good. Cncl. Marino asked Susan how we measure success. Suasion can supply reports on what they have tracked, Ernie reported on positive results, so far, from the Trolley Tour contacts. Susan remarked that it is a team effort and we have a great team.

VOLUNTEER HOUR REPORT

The members reported their volunteer hours to the Secretary (attached)

ROLL CALL

There wasn't a formal Roll Call but those present were: Ernie Carbone, Richard Coe, Donald Colligan, Tom Duffy, Christine Feggans, Anthony Langella, Jared Valdez, and Richard Sanford. Also in attendance: Council Liaison Joe Marino

Guest: Cncl. Cody Miller Absent: Thomas Swartz

Tony asked for discussion about Susan's report. Ernie clarified that the \$11,625.00 as encumbered from 2017's budget. Cncl. Marino complimented the Commission on their management of funds and fiscal responsibilities.

OLD BUSINESS

SPOTLIGHT ON BUSINESS

Christine said the Escape Room was confirmed for January as well as Chuck's Auto will be scheduled to be in the Spotlight. Rich Coe recommended Main Street Meats and Ernie agreed and recommended everyone share their Facebook page to help bring them attention. Christine added that the Rush Fitness Center has been renting space in their facility to groups from other towns.

Cncl. Miller said Geets will probably open in March. Republic Bank will be opening a branch in Williamstown, across from Geets. Inspira Urgent Care opened up on Berlin Cross Keys Road and Cinderbar will be erected there as well.

MAIN STREET COMMITTEE

Ernie reiterated about the great new Butcher on Main Street and also mentioned the 13th Child micro-brewery. Both breweries are still waiting to get their Construction CO's, once issued, the state will come in and review and inspect. He believes that Cross Keys Brewery will be opened first. The 13th Child is putting a year-round Garden in lot behind the building. They'll have entertainment.

Cody added that all the preliminary site work has been done for all the redevelopment sites that the town is contemplating. The issue was about designation of funds. The focus is on three sites in 2018 where developers will be eligible for pilot programs.

CHAMBER OF COMMERCE

Ernie reported that the Williamstown Sun will offer discounts for advertising by Chamber members. The paper is anxious for pertinent info from us to publish, to provide positives instead of the negativity of Monroe Talk. They encourage digital media responses as well (Facebook).

Tony clarified that Council Meetings are the second and fourth Monday's of the month. EDC meetings are the third Monday. The February meeting will take place on the 19th. The Commission will continue to do their civic work and community service.

ROUND TABLE

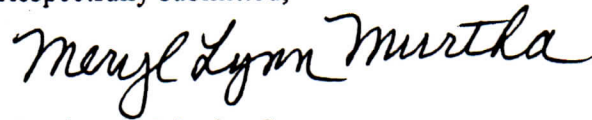
Tony asked the Commission about their vision for the town, going forward, for 2018.

- Rich Coe feels the Tax Card is our highest priority. It's accepted and supported and only needs to be put into effect by the administration. Funds are there.
- Jared agreed and feels we should open the Tax Card Program with a bang, with Suasion's help.
- Don also agreed and will look into what role Republic Bank can play.
- Christine expressed her excitement about the news Williamstown Sun newspaper.
- Tom Duffy mentioned the redevelopment signage and suggested adding Tax Card Program information. He also mentioned that new businesses/developers coming to our town should have a timely and painless process to go through.
- Ernie added that we have to keep pushing the issue of having the administration move forward. We need to be able to bring in the developers and move ahead with the process smoothly.
- Rich Sanford offered his services, at no cost, to provide simple graphics with numbers to differentiate a site for a potential prospect. Rich also suggested a live stream of this public meeting.

ADJOURNMENT

With no further business to discuss, Chairperson Tony Langella asked for a motion to adjourn. Ernie Carbone made a motion to adjourn the Monroe Township Economic Development Commission Meeting of January 15, 2018. The motion was seconded by Christine Feggans; all in favor. Meeting was adjourned at 8:45 P.M.

Respectfully submitted,



Meryl Lynn Murtha, Secretary

The next scheduled Monroe Township Economic Development Commission meeting is Monday, February 19, 2018 at 7:00 P.M.

These minutes were prepared from excerpts of the recorded proceedings of the Regular Economic Development Commission Meeting of January 15, 2018 and serve as only a synopsis of the proceedings.

Approved as submitted

Date

2/19/18

Approved as corrected

Date

2/19/18