

**MINUTES
ECONOMIC DEVELOPMENT COMMISSION
TOWNSHIP OF MONROE
DECEMBER 18, 2017 - 7:00 P.M.**

The Regular Meeting of the Monroe Township Economic Development Commission was called to order by Vice Chairperson Jared Valdez at 7:04 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.

Jared Valdez filled in for Chairperson Tony Langella who was absent due to illness. He led the Commission in the salute to our flag. Christine Feggans offered the Invocation.

ROLL CALL

Present: Ernie Carbone, Richard Coe, Tom Duffy, Christine Feggans, Tom Swartz, Jared Valdez, Richard Sanford

Guests: Donald Colligan, VP Republic Bank and Mayor Daniel Teefy

Absent: Anthony Langella

WELCOME

Today is December 18, 2017. This is the Economic Development Commission meeting.

Jared introduced our guest, Mayor Daniel Teefy to share his vision of our town's development with the EDC so we can stand by the Mayor and have some direction for 2018.

Mayor Teefy looks at the structure of Williamstown with the center of town having businesses, filling empty spots and establishing specific zones to push for development. The Mayor said we need to start up the Tax Card again and will reach out to the candidate for the position in order to begin in 2018.

He feels that continuation in the growth of Williamstown is key to keeping us on the map. We need to get the designation of the redevelopment zones done. He proposes four targeted areas. We should prioritize and do Main Street and the Cross Keys Tract. It's commercial, has a lot of acreage, and great potential for farming or a Business Park area.

Ernie agreed that this is a good strategy. Currently, there's a lot of interest on Main Street by developers. Cncl. Marino showed maps of the Cross Keys Tract. It is currently of great interest to a developer. It has been approved. Redevelopment sees the tract as a key area for an access point to the Black Horse Pike for the Town Homes. Council agrees, so everyone is on the same page with this project.

Ernie added there is a developer interested in putting a hotel at Berlin Cross Keys Rd. and Black Horse Pike, with a liquor license. They already own a Quality Inn. Tom Swartz said if they have 103 rooms, they can have a liquor license.

Jared asked Mayor Teefy what he thinks about what the EDC has done so far with the Trolley Tour and Suasion; and how we can support him in 2018.

The Mayor thought the Trolley Tour went very well and we got a lot of good feedback. He suggested following up with attendees. We need to straighten our link for commercial properties to the EDC; get it listed on a neutral site in a specific database. Mayor Teefty thinks more marketing is in order along with the publications, ads and improved signage.

The Mayor addressed the administration situation on the second floor. Brian Glazer, acting Construction Crew official is coming on board to work on the permit side, taking more off of Rosemary's plate. Tara's coming back to the office and the Mayor will be ironing out office issues. They are understaffed in the office but hired a new procedurally driven staff person with an accounting degree to start in 2018 and Mayo Teefty said they were almost up to full staff.

Ernie asked how we can fast track an interested party immediately. Mayor Teefty replied that the first thing to do is set up a meeting with him and his professional staff; Find out what they need from them; line it up; hand out tasks with the people on his staff who will be expected to follow up with those tasks. The Mayor will stay on top of that.

Ernie said he understood that the EDC should qualify developers first, before bringing them to the Mayor. But he does have someone he wants to meet with the Mayor first. Initial meetings should be made through the Mayor and his secretary, Sherrie, with advanced mention to Rosemary. Mayor Teefty said he is most available early mornings but check on other available times and nights.

On behalf of Tony, Jared asked the Mayor where he sees our town in five years. Mayor Teefty is interested in seeing the true number of our citizens with the upcoming census. If we reach 40,000, that allows us to have another liquor license. Other big businesses may come in. He sees the Cross Keys area developing and Main Street developing with more restaurants and boutiques. He doesn't see us growing our events but improving them. The mayor thinks we need to do something with the area where the old library was, like a park. In five years there could be some additional parking.

Rich Coe mentioned the Town Hall being improved, looking more historical because of the unique façade/architecture. Rich Sanford asked if the building had historical designation. Cncl. Marino said the Council had a discussion about building standards in the historic district and falling under guidelines. Cncl. said the Council discussed Main Street as a redevelopment zone from Clayton to Walnut Street and beyond but need to concentrate on completion of the projects. Budgets need to be made for Redevelopment areas; also included is a rehabilitation area at the Lakes.

Tom Swartz thinks Main Street is critical because there is so much potential. Directions/guideline documents for building/owners are needed. Rich Sanford recommended we have a document of rules with explanation for architectural standards on Main Street.

Tom Duffy asked the Mayor how we can help with his vision going forward in 2018. Mayor suggested a sub-committee of the EDC to come to a Council Meeting and let the Council know our concerns. They have been holding back the tools the Economic Development Commission needs to work with people to move forward with redevelopment prospects. The EDC should explain they have been waiting years in some cases. It would be more pressure on the Council to work quicker.

Cncl. Marino suggested coming to a Redevelopment Meeting first. Then follow it up with a Council Meeting. In case there are changes to the Redevelopment Committee, they need to be caught up on the entire picture. Cody

brings developers or their attorneys into the Development meetings. The EDC should have representation in those meetings as well.

The Mayor said the hold-up was frustrating to him too and there needed to be a better order to establishing a decisive development plan and designated redevelopment zone. It isn't clear which should come first.

BUDGET

Jared reported we have about \$10,000 left encumbered with Suasion which we're going to use going into 2018. We'll probably explore using Suasion in 2018. The Mayor feels they are a good contact and we should continue with them. The Mayor likes the idea of another Trolley Tour in 2018 and said it would be nice to have a current project underway to show the prospects on the tour.

Ernie recommended a change in emphasis and suggested having an inventory of sites approved or ready for approval for the participating developers. It should have specific locations and what's appropriate for the location. Tom Duffy agreed saying activity breeds activity and once momentum starts it continues.

Rich Sanford asked about attention to existing businesses. The Mayor suggested a business symposium, using social media, and involving the Chamber of Commerce to push more. Suasion can get click bait.

Ernie said, in 2018 committees are being put together to interact with the businesses more. He and Rich Sanford will meet to follow-up with business' concerns. Rich Coe suggested creating a platform available to them for advertising, social media, town database search. Tom Swartz suggested use of Monroe Township's Web site and talk page. There should be access to everything connected to the Township on our website.

Cncl. Marino commented that on the talk page some people speak detrimentally about businesses. There is an administrator that needs to be monitoring what is said. Jared suggested the Chamber speak up on this point because we are considered a government entity, perhaps creating more negativity. Rich Coe added that the site should be moderated properly; The Chamber is an association of small businesses. Mayor Teeffy suggested involving Suasion to do social media/marketing.

Rich Sanford mentioned that he and Jared have control of the Economic Development Commission, Grow with Williamstown page that supports existing businesses and the Williamstown page is controlled by Rich Sanford, Rosemary, Cody and Jared.

Mayor says there are too many pages. Ernie says local web pages should be linked to the MonroeTownshipNJ.org web site. Changes have recently been made to this site.

VOLUNTEER HOUR REPORT

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

The Mayor said when people ask about what certain things cost; it is good to see the volunteer hours behind that. Jared asked the Secretary to bring a report to our next meeting of the total hours volunteered by the Commission members for 2017.

APPROVAL OF MINUTES

The following corrections were made to the November 20, 2017 minutes:

- (1) Jared corrected the spelling of Michael Zumpino, from Triad, who sent a note to Tony praising the Trolley Tour

- (2) Jared made a correction that NBC was *not* at the Trolley Tour
- (3) Jared corrected the budget information as follows: We spent \$5,325.00 of Suasion's \$17,000.00. The balance is \$11,625.00. The total left in our budget is \$317.69

Rich Coe made a motion to approve the minutes of the Economic Development Commission Meeting of November 18, 2017, as corrected. The motion was seconded by Ernie. Jared announced that the Minutes were approved.

OLD BUSINESS

SPOTLIGHT ON BUSINESS

Christine said the Bookstore at the Amish Market was scheduled to be spotlighted but they cancelled. The Escape Room is scheduled for January.

MAIN STREET COMMITTEE

Ernie said the 13th Child and the Cross Keys micro-breweries are waiting to get their Construction CO's, once issued, the state will come in and review and inspect. Then they can start brewing. Rich Sanford said at the 13th Child mostly everything is done and asked for anyone with a connection with the state to put pressure on to get the process moving. The Mayor said he would reach out.

Ernie quashed the rumors that Briller's lot will be a parking lot. Ernie is trying to speak with existing restaurant businesses to look at our Main Street location. They can't sell liquor but can serve it.

CHAMBER OF COMMERCE

Erie reported that the Chamber had a beautifully catered Christmas party at Anthony and Cleopatra. About 60 people attended the Networking event. The question is how we can attract and attain the members of the Chamber of Commerce?

TROLLEY TOUR FOLLOW-UP

Ernie distributed a report of follow-up calls and quick analysis from the Trolley Tour. He summed up the information on the twelve prospects listed.

Ernie added we should be doing things on a regular basis: Continuing this line of communications, verbally and in person if necessary; make sure all these contacts are getting constant communiques indicating what's going on in town. We will be sending emails and through social media campaigns being launched in 2018. This includes Geo-fencing: designating specific locations where you know people are interested in this information. We'll have a very aggressive social media campaign. Mayor Teefy said this year's Trolley Tour had a different feel; it wasn't as political.

Ernie asked for assistance in making phone calls. Jared asked if when the office is fully staffed, if they can assist? The Mayor thought an intern could be a good resource.

SUASION

Jared distributed correspondence from Suasion. He indicated that our proposal was for \$17,000.00 and what we have remaining is \$11,625.00. The reports show what Suasion recommends what we should spend it on. It's a mix of general public relations, marketing research, email and Facebook promotions, etc. As we move into 2018, this can be readjusted as needed. Suasion is asking for a 50% deposit of \$5,812.50. Jared asked for questions or concerns. There being no discussion, Ernie make a motion that we approve going ahead and sending the 50% deposit to Suasion, seconded by Tom Swartz. Ernie reminded the Commission was already

encumbered from the \$17,000.00. The EDC rollcall was made, members voted and Jarred announced the motion was so passed. Jared added that we have \$317.60 left in the budget for 2017.

SIGNS

Ernie distributed handouts referring to the Economic Development signs we have approval for from the Township Solicitor. Our objective is to post six or seven of these signs throughout Williamstown. It would require a commit of about \$2,500.00. We obtained two quotes from vendors in Gloucester Co. Seven signs would cost us \$2485.00, delivered and installed, at \$355.00 each. This is the quote from Tom Duffy's contact. Astro Signs' cost would be \$480.00 each; seven signs would cost us \$3,360.00. If they deliver, the cost would be \$640 per sign. Ernie suggested we go with the first vendor.

We don't have sufficient funds to cover this in the combined EDC and Main Street Committee budgets. The total balance remaining in both is \$1530.83. Ernie recommends moving forward with four signs in January, 2018, after the 2018 budgets are granted, the project can be competed. There is still work to be completed: zoning and other codes; designation of locations. Tom Duffy and Christine Feggans will take responsibility to follow up on tasks at hand, set up a timeline indicating progress and completion dates. Jared reported we have to make a financial commitment of \$317.60 and Main Street committee will cover the rest of the \$1,500.00. There was a motion to approve from the EDC putting up \$317.60 for the signs, seconded by Christine, for four signs to start with. A rollcall was taken; all agreed except for Tom Duffy, who abstained.

Jared said there should be a sample of the sign to show and information on installation, at the January meeting. The signs will be portable and we could stick on QR codes to direct people to a webpage about the properties. The QR codes are portable.

Meryl passed out copies of the 2018 schedule. After discussion the Rich Coe made a motion to approve the proposed meeting dates for 2018, Ernie seconded. After rollcall it was approved. The schedule will be sent to EDC members and the usual publications.

ROUND TABLE

Tom Swartz – There are amended sewer areas. According the map Tom obtained from the State of NJ he pointed out where they said there would be sewers changes in Monroe. Tom says it looks like the state is trying to limit more growth throughout the state

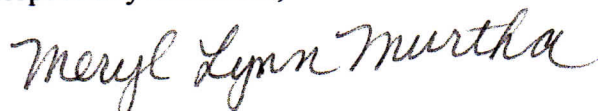
MEMBER REPORTS

Due to the timing, Member reports were dispensed with for tonight's meeting.

ADJOURNMENT

Tom Duffy and the rest of the commission thanked the Mayor and Cncl. for joining us tonight. The Mayor wished everyone happy holidays, enjoy and stay safe. We all thanked the Mayor and he replied: Go Eagles!

Respectfully submitted,



Meryl Lynn Murtha, Secretary

The next scheduled Monroe Township Economic Development Commission meeting is Monday, January 15, 2018 at 7:00 P.M.

These minutes were prepared from excerpts of the recorded proceedings of the Regular Economic Development Commission Meeting of December 18, 2017 and serve as only a synopsis of the proceedings.

Approved as submitted

Date

Approved as corrected

Date