



# Township of Monroe

## MINUTES

### ECONOMIC DEVELOPMENT COMMISSION

FEBRUARY 19, 2024 7:00PM

#### CALL TO ORDER: (BY SECRETARY)

This meeting was advertised pursuant to the New Jersey Open Public Meetings Act (N.J.S.A 10:4-6 thru 10:4-21). Notices were placed in the official publications for Monroe Township (i.e.: Courier Post and The Sentinel of Gloucester County). A copy of that notice is posted on the bulletin board at the Municipal Complex.

#### SALUTE TO THE FLAG: (BY SECRETARY)

*I pledge allegiance to the Flag of the United States of America, and to the Republic for which it stands, one Nation under God indivisible, with liberty and justice for all.*

#### ROLL CALL: (BY SECRETARY)

Councilwomen- Denise Adams (Present)	Chairperson- Anthony Iovino (Present)
Vice Chairperson- Lynda Kerr (Present)	Gina Burton (Present)
Al Rossi (Present)	Michelle Schwaiger (Present)
Michael Lawrence (Present)	Dominick Colavita (Present)
Dana Lawrence (Present)	Bruce Rice (Present)

#### APPROVAL OF MINUTES-PRIOR MEETING:

There are no Minutes to approve by the board since this is the first meeting where all the members are either in attendance or sworn in to be a member of the EDC. In all future meetings, minutes from the previous meeting will be provided to be approved by the board.

#### AGENDA MINUTES:

- Meeting started with motion for Anthony Iovino to take Chairperson.
  - Motioned by Dominick
  - Second by Lynda
  - All present at the time voted Yes. Bruce and Gina were not present to vote.
- Anthony nominated Lynda for Co-Chairperson.
  - Second by Dominick
  - All present voted Yes. Bruce was not present for the vote.
- Mayor Wolfe reviewed his expectations of what the role of the EDC is. It is agreeable the role is to attract businesses to Williamstown. Also, upkeeping positive relationships with businesses currently in the community. Granting new businesses and homeowners more knowledge of the town; explanation of policies and procedures. Improve the communication between Township, Small business owners/New business owners and the Economic Development Commission.

- Introductions of each member commenced.
- Members of the board discussed successful collaborative efforts that occurred last year with the board and other departments of the Township. The idea of collaboration was agreed to be apart of the upcoming year as there was an outpour of positive feedback from the residents.
- Members discussed the importance of beautifying Main Street. Suggestions of outreach to local farms for donation(s) of flowers, etc. and USA Main Street Grant to assist with the process. Members discussed inspiration from other towns' Main Streets as well.
- Discussion commenced regarding packets for New Businesses containing information regarding how to start and the process/steps of becoming a new business in Williamstown. Collaboration with different Township departments involved to best advise the residents in this packet was suggested by members.
- Members discussed packets for New Homeowners. Suggestions of involving local businesses in ways such as including a business directory or potential sponsorships in the packet. Include information such as emergency services and points of contacts as well.
- Discussion commenced regarding the BHP and the need for potential businesses there. Suggestions were made of updating the sites that are available and look into the status of the Master Plan. The increase in new housing requires an increase of new businesses.
- Members discussed the Ribbon cuttings for the openings of new businesses in Williamstown. It was agreed that every new business will be invited to have a ribbon cutting ceremony at their place of business by the Mayor and his staff.
- Members discussed that new businesses and parking need to be increased on Main Street as it is a focal point of the town. Suggestions were made to walk Main Street to see where potential clean up projects are needed and if there are any banners that need updating. Collaboration between the businesses on Main Street was discussed to bring more foot traffic throughout. Beautification of Main Street is essential.
- Discussion commenced regarding the importance of business outreach. It was agreed that members of the board will reach out to multiple businesses for feedback and/or suggestions.

**ROUND TABLE DISCUSSION WITH PUBLIC:**

- Motioned by Dominick
- Second by Bruce
- No one from the public attended this month's meeting

**ADJOURN MEETING:**

- Motion to adjourn meeting by Anthony
- Second by Dominick
- The meeting was adjourned with no objections

These minutes were prepared from the Economic Development Commission Meeting on February 19, 2024 and serve as only a synopsis of those proceedings.

Approved and submitted by: Leticia McBride Date: 04/22/24  
(Secretary)