

Moorestown Economic Development Advisory Committee: Minutes February 26, 2019

1) Meeting called to order at 7:05pm. Roll call:

Present:

- Scott Aschoff
- Michael Babcock
- Charles Esposito
- Steve Pazienza
- Brian Donnelly, Township Council Liaison
- John Logue, Planning Board Liaison
- Tony Zappasodi, Township staff

Absent:

- Caroline Joyce
- Kate Wilson
- Naoji Moriuchi

2) Review and Adoption of Minutes from January 22, 2019

- Motion to approve made by Mr. Donnelly and seconded by Mr. Logue, with all in favor. Motion carried.

3) Reports from Township Liaison/MBA

- Mr. Donnelly discussed recent actions by Township Council; he provided an update on changes to tax credit programs; and discussed some of the new legislation contemplated by the Governor and lawmakers in Trenton.
- Mr. Pazienza discussed the success of Flavors of Moorestown; Daffodil Day on April 13th; MBA directories expected around April; Moorestown day on June 1st; Wines of South Jersey on May 9th in coordination with Burlington County Chamber of Commerce; presentation regarding the Moorestown mall on May 15th; and investigating the feasibility of an “app” for the MBA.

4) Discussion of New Business

- Open and candid discussion regarding possible systemic changes regarding the Township’s process for permits, website, and zoning ordinance. There was discussion regarding hiring an expert to handle economic development, especially along Main Street, and there were some comparisons to other South Jersey towns. There was consensus that the Township website needs to be evaluated with better links to the MBA and other groups. Discussion ensued regarding the need to recognize that we are not business friendly enough and that we have to do better in welcoming a business to Moorestown.
- Mr. Zappasodi presented some information about the Department of Community Development’s search for new software and the potential benefits with tracking of permits and inspections, and the wonders of the public portal. He stated that the RFPs were due on March 27, 2019.
- Mr. Logue discussed a meeting with representatives from the Moorestown West Corporate Center, in particular the Flynn Group. He shared the feedback that was received regarding the need for more competitive zoning as they had recently lost some potential tenants to other towns. There was concern that prospective tenants would be asked to relocate within Moorestown on a “wink”. He specifically discussed the restrictions within the SRI zone and the truck delivery restraints. There was discussion about more sidewalks and a pedestrian path to nearby parks/fields. There is a need for a local deli and restaurants, and there was discussion regarding urgent care and other medical facilities. Other members discussed that the business community would pay a higher permit fee in exchange for faster processing of permits, and there is a need to take a 30-page application and make it become a 3-page application (in other words streamline the process and minimize unnecessary paperwork).
- Members went over some goals for 2019: stop neglecting Main street and the necessary maintenance and beautification; streamline process/permits; encourage a more vibrant tax base; improved checklists by DCD; and better enforcement of property maintenance issues.
- There was some discussion about Percheron Park. Multiple questions remain.
- There was some discussion on the problem with the parking meters along Main Street. Also discussion about issues with the Fire Official.

6) Public comments:

1. Roger Boyall – asked about who initiated the meeting with Moorestown West Corporate Center. Said he thought it was a good meeting and will try to come to more in the future.
2. Mark Hines – appreciated the focus on systemic fixes. He liked to see better discussion between Township Council and the MBA and EDAC. He agreed with the need for stricter enforcement, especially on vacant properties.

7) Meeting Adjourned at 8:455pm – Motion by Mr. Babcock and seconded by Dr. Esposito. All in favor.