

## Moorestown Economic Development Advisory Committee

January 21st, 2022 Minutes. Motion to call meeting to order 7:01 by Mr. Hines.

### Roll Call

Mark Hines

Jim Walsh

Chris Scafario

Richard Kaye

Craig Dennin

Kate Wilson

Nancy Jamanow - Director of Community Development

Mayor Nicole Gillespie, Moorestown Town Council liaison

Philip Kirschner (absent)

### Committee Position Elections:

- Ms. Wilson nominated Mark Hines for Chairman position to continue work started this year – seconded by Mr. Kaye. All in favor – 100%
- Mr. Kaye nominated Ms. Wilson as Vice Chair – she said she would prefer to stay as secretary.
- Mr. Hines nominated – Mr. Scafario as Vice Chair – seconded by Ms. Wilson. All in favor – 100%
- Mr. Hines nominated Ms. Wilson as Secretary – seconded by Mr. Kaye. All in favor – 100%.

### EDAC Schedule for 2022:

- Meetings – 4th Tuesday of every month.
- Exceptions: December moving to 13<sup>th</sup> (Tentative); Ms. Jamanow to check room availability.

### Approval of minutes of December 2021

- Mr. Hines confirmed who had made a motion to approve November minutes.
- Motion to approve December minutes: Mr. Scafario; Second: Mr. Walsh. All in favor – 100%.

### Council Liaison Update – Mayor Gillespie

2 key issues/updates:

- Declared 2022 as The Year of The Environment
  - o 20 Solar projects in business district
  - o Plastic bag ban in May
  - o Main streetlights changing out to LED
  - o Every quarter there will be a different theme –
    - Q1 – Sustainable energy
    - Q2 - Reducing plastics
    - Q3– Reducing food waste
    - Q4 –Clean air (transportation issues)
  - o EDAC team asked to think about what this could mean for economic development
- Committee structures and charters – there are many differences across township committees and advisory groups – they need to be updated and checked for relevancy
  - o EDAC listed within Community Development – should probably have a separate charter. EDAC to work on remit and recommend changes by mid-year.
  - o All developments go through 2 the Advisory Committees (MEAC & Appearance)

- MEAC reviews storm water and environmental reports – engineer reviews etc. – applicants don't often attend.
- Appearance – groups appear before committee – bring design boards etc. Appearance offers their comments. This committee is focused on historic preservation.
  - Challenge – how to respect historic preservation vs making it hard to get new business in.
  - Looking for some discussion/control on historic store/home front – need to think how we incentivize this behavior vs having punitive guidelines.
- Floating dock at Strawbridge Lake.
- Percheron Park – contractor now on a very tight timetable with weekly goals. Contractor committed to having this done by 06.01.22. Delay caused by electrical map out/PSEG & contractor.
- Lenola – final public presentation in March – out to bid for summer.
- Gathering information on all committee/advisory group responsibilities through first half of the year, to consolidate and recommend changes in Q3.

### **Moorestown Business Association – Craig Dennin**

- 5 events planned for 2022 - 2 events will have road closures.
  - Daffodil Day (April 23<sup>rd</sup>)
  - Moorestown Day
  - Food Truck event
  - Autumn in Moorestown
  - Candlelight Stroll – How to make this a bigger event?
    - Can Community House & Candlelight night align on date to maximize impact?
- There are 270 members in the MBA
  - How do we capture the feedback/issues/concerns/areas that MBA & EDAC could work on together?
  - Ms. Wilson & Mr. Scafario to connect with Mr. Dennin and get a discussion on what the MBA members are looking for to make it easier to do business here.

**Planning Board Liaison** – Melissa Burns has resigned her position as liaison due to her election to School Board.

### **Community Director Report – Nancy Jamanow**

- Ms. Jamanow – may continue to cover both Planning Board & Community Development updates as she attends Planning Board meetings too.
- Cooper will be coming to the planning board in February.
- Bell Canto - Mall Multi-family units also coming to PB in February
- Cannabis –
  - Potential company very strong – ex-military; clear about rules and regulations.
  - Ms. Jamanow reaching out to 2 potential property owners – process – Ms. Jamanow communicates that township is hearing that there's hesitancy to rent/lease to cannabis properties and tries to bridge the gap between landlord and potential cultivators.
- Centerton Road – 130 units senior apartments going up
- Penrose did get tax credits for Harper Drive development.
- Mayor Gillespie – potential flower shop purchaser is thinking about offices on second floor, and something that contributes to main street community life on bottom floor.
- Mr. Scafario – the SJ business initiative has a database of small businesses who are committed to developing areas like small main streets.

- Mr. Walsh – Zeds like Moorestown...but the older buildings wooden floors make it costly to refurb and strengthen floors.

## **New Business:**

### **Rutgers Small Business Development Corporations Initiative**

Mr. Scafario updated the group on the conversation he had had with this group:

- Director was intrigued by idea of working with an area, rather than just one business
- They've done a lot of work across the region, and they have built a network of case studies.
- Recommendation on brewery – try and work with someone who's already done this.
- Database of 5,000 businesses that we can market too...
- Volunteered to share with the business community all the programs that are available
- Employs 6 full time tenured consultants
- Lunch & learn webinar on what they have available
  - Measured by impact/job creation
  - Township liaison may need to be involved to certify impact
  - Chris to set up lunch & learn – Friday towards the back end of February.
- Welcome center – Philly based – bringing new immigrants to train & onboard new people.

### **Parking Meters –**

- Do we reinstate the Christmas Parking meter “Free Parking” – Mayor Gillespie to note to Mr. Aberrant and Ms. Hunt that Council should talk about this in mid-Oct 2022 so the right decision is made for December 2022.
- Richard K – 2 hours is a good limit – clients and patients need to be able to park to support businesses. There are issues with vehicles left for long periods of time (days/weeks) that are clearly not customers of local businesses.

### **Vision for 2022:**

- Wait for input/discussion with SBDC meeting – then brainstorm to narrow down areas of focus that we should get feedback on from MBA membership, township and local residents.
  - E.g. MBA – top 5 potential options to pursue for advancement and survey business owners.
    - Make it easy for business to access information on how to get started in Moorestown
    - The role of the Arts as an anchor for Moorestown – and role of music/house concerts/ad hoc concerts – possible link to Moorestown Theatre with live performance? Main Street concerts during more than just 6 weeks of summer.
    - Look at ideas like Collingswood Cruise night – 3<sup>rd</sup> Thursday of every month – 300-400 different classic cars
    - Village green mindset – how do we create a gathering area
    - Start-up/entrepreneurial areas.
  - Listening sessions/town hall/surveys should follow the initial idea development session.

## **Old Business**

- **Sub-committee –**
  - Wait for SBDC output
    - What stops businesses coming to Moorestown/Thriving in Moorestown
  - Parking – how much of this is perception & reality

- Studies done 10 years ago – very ambitious and were focused on buying properties and increasing parking.
- Smaller and possibly easier solution – signage and information
- Haddonfield signs for parking are more attractive – Mr Walsh reached out to Mr. Aberrant and waiting for his response.
- Permits
  - Juice bar owner – great feedback on ease of getting permits.
  - How do we advertise these changes? (Fb posts)
  - Mr. Kaye – his business uses a post experience survey – positive reviews posted and used; negative reviews are followed up on. (People in Practice – Dental)
    - Mayor Gillespie – government records laws mean everything has to be open records – we should look at how we encourage feedback to the township on good and bad experiences.
    - Ms. Wilson – could we use MBA to garner that feedback to market “Moorestown Open for Business”?
- Promotion & recruitment- what can we do better here
  - Retail coordinator – would the MBA be willing to co-ordinate on funding this position?
  - Delaware Valley Development – an anchor business is required to make a head count justifiable.
  - Ms. Wilson – difficult to justify asking for this headcount without a fully fleshed out vision for the work they would do.
  - Mr. Hines – going to start developing Job Description to flesh out this thinking.
- **Township website:**
  - Ms. Wilson has spoken to Kelly Flynn – the key areas she needs help on are sections 2,3 & 5. Ms. Wilson to speak to Ms Jamanow to ensure most recent sources being used for information in these sections.
  - Civic Plus – waiting for the OK to turn this on
  - Ms. Wilson to make sure Ms Flynn is connected to IT manager and completing inform in new header section.

#### **Open Comment:**

- All committee members to share cell numbers – Nancy Jamenow to send out communication on. Numbers and team to confirm if these are accurate.

#### **Public Comment:**

- Liz Bressi Stoppe - 405 Irving Street: a lot covered in this meeting; Mayor Gillespie’s comment on solar panels on roof – is there any thought to adding parking lot roofs/solar panels e.g. at mall? Mayor Gillespie –
  - Mall design has tried to stay green in turns of plantings/no extra parking roof solar work.
  - Pulverizing site – may see a development where we have solar panels on that site.
  - Water sewer treatment site – Mr. Aberrant looking at solar panels out in this space.
  - Leaf dump over on creek road – may also be a solar site.
- Sean Levinson – 119 W Central Ave:
  - How do you think the public can get more involved in EDAC? Commented that he had applied for EDAC and didn’t ever hear anything.

- i. Ms. Wilson – Let EDAC know if you have a skill set we should be coopting to a sub-committee
  - ii. Mayor Gillespie – township needs to be a better job of responding to people who apply.
- Mr. Levinson asked if we have considered whether a brewery could be in industrial park areas?
  - i. This has been considered and the ordinance is written to allow that to happen.

Motion to adjourn at 8.50pm – Ms. Wilson; Second: Mr. Scafario All in favor – Aye.

Next meeting:

- February 22nd 2022