

Moorestown Economic Development Advisory Committee

January 26, 2021 Minutes. 7:00 pm - Virtual Meeting

Motion to call meeting to order 7:02 by Ms. Hiltner. Seconded by Mr. Kirschner. Approved

Roll Call

Mayor Nicole Gillespie, Moorestown Town Council liaison – present
Mark Hines - present
Phillip Kirschner – present
Kathy Hiltner, President of Moorestown Business Association – present
Chris Scafario – present
Kate Wilson - present
Nancy Jamanow - Director of Community Development - present
Melissa Arco Burns – present
John Troy – Present
Jim Walsh - Present

Introduction of New Members: John Troy, Jim Walsh
Introduction of new MBA President: Kathy Hiltner
Introduction of Planning Board Liaison: Melissa Arco Burns.

Election of EDAC Officers for 2020

Chairperson Ms. Wilson nominated Mr. Hines for EDAC Chairperson. Seconded by Ms. Hiltner. Vote: all in favor
Vice-Chairperson: Mr. Hines nominated Mr. Scafario. Seconded by Ms. Wilson. Vote: all in favor
Secretary: Ms. Hiltner nominated Ms. Wilson. Seconded by Mr. Hines. Vote: all in favor

Approval of minutes of November 24, 2020 meeting

Motion: Ms. Wilson. Seconded: Mr. Scafario - Approved

Community Development Update - Purpose of EDAC & Role of Planning & Zoning – Ms. Jamanow

- EDAC's role is to help attract business to town (Ordinance screen shot appended at end of minutes). May be asked for points of view on plans & applications.
- Planning board - busy for the next 2 months reviewing 3 significant development applications:
 - Bancroft School
 - Glenn Avenue
 - 107 West Camden/New Albany – Dollar General (new store could be positive addition to area, providing signage agreement can be reached)
- Masterplan Review (2018) leading to revised ordinances that will make it easier to do business in Moorestown - this ordinance rewrite should be completed by June 2021.
 - Streamlining districts
 - Simplifying language
 - Streamlining permits
- On-line permitting portal being tested with “frequent flyers” – will improve permitting process as allows for simultaneous permitting activity, email confirmation of approval and on-line payment facility etc.
- Moorestown reputation (real or from historical behaviors) is still that it's hard to do business in Moorestown, and slow to get approvals. Mr. Hines commented that his firm is finding Mt Laurel lead-times are also extensive.
- Ms. Jamanow said one of her key objectives is to improve the reality and expedite the whole process. Please connect anyone voicing issues with slow responses/issues with permits or approvals to her.

Council Liaison – Mayor Gillespie

- Moorestown Township manager Tom Merchel has decided to focus on CFO role from April 30th and search will start for new Township manager.
- Virtual meetings – IT decisions clearly not delivering good enough outcomes – Mayor Gillespie has informed IT alternative solution/improved functionality is a priority.
- Developing provisional permit for Moorestown Activities – all will be dependent on NJ guidelines and will require activity organizers to show how they are following Covid guidelines
 - Strawbridge Lake Kayak event
 - Daffodil Day
 - Moorestown Day
- Council have issued a letter of support for statewide solar program.
- Affordable Housing Compliance hearing – pushed back again. Believe Moorestown will get a judgement of compliance.
- The Mall is not a part of this hearing due to December settlement agreement. Mall next steps:
 - Recommendation to proceed with Redevelopment Plan to council on Feb 8th (see Redevelopment vs Rehabilitation Presentation sent with these minutes). Redevelopment gives some flexibility in developing long term pilots, reduced taxes etc. to encourage business to come into area)
 - Then hire a Redevelopment Planner
 - They work with PREIT to develop a plan
- Peddlers Ordinance – to be reintroduced on Feb 8th
- Lenola Street Scape:
 - Update from engineers that reflects correct road width (new engineers funded by federal grant – slowed process down slightly, but allowed for several hundred thousand cost saving and delivered accurate design)
 - Final Design > Approvals > Construction should be about a year.
- Packaged goods – 2 definite licenses. There may be one more when census data is released.
 - Planning board discussing whether to limit location (sub-committee split on whether to include Downtown in Packaged Goods License guidelines)
 - Mr. Scarfario asked if it would be reasonable to reverse engineer the value of the license by looking at a recent Total Wine new development.
 - If any member of EDAC has new contacts and can get the following information, please reach out and share: with Ms. Jamanow and team
 - Information about the value of recent Packaged Goods Licenses, please share with EDAC (e.g., Wine Works; Red White & Brew)
 - NJ license or business broker – insights on process/what works & what doesn't.
 - Craft brew association - – insights on process/what works & what doesn't.

Moorestown Business Association– Ms. Hiltner

- Mayor Gillespie attended MBA and talked about town priorities
- Working on engaging businesses in thinking about upcoming events (Daffodil Day, Moorestown Day etc)
- Ms. Wilson asked about whether we should pick up the idea of Saturday evening road closures to help restaurants – Ms. Hiltner said the County Road restrictions, cost of police and mixed feedback from businesses made this difficult.
- Mr. Troy asked about restaurant week – Ms. Hiltner answered that this has been tried before with low interest levels. Discussion around whether this would be different now? Could we create some sort of weekly event? Use parking lots to provide more space? Enable beer garden in parking areas etc.
- Food truck events, music etc. – Peddlers Ordinance is important to increase ease of getting permits and making these events easier to happen.
- Ms. Hiltner to ask restaurant owners what they think would be most useful to help drive business.

Planning Board – Ms. Burns

- Subcommittee on Micro Breweries and Packaged Goods will align on recommendation for Council Feb 8th
 - Clear consensus on Micro-Breweries (recommended for all non-residential areas)
 - Divided on Packaged Goods (e.g. lager footprint, higher potential license revenue in areas such as Kmart vs boutique Wine Store on Main Street)
 - Mr. Troy – question on whether we have any insight on how many restaurants would benefit with a new BYO option close by.
 - Ms. Wilson to share research/ordinances collated for brewing to EDAC members
 - Expectation is that these ordinances will progress quickly (ahead of Masterplan Ordinance issuance)
- Camden Avenue/New Albany other development of focus: new Dollar General
 - Growth chain – new stores are clean and neat
 - Issue with signage variance request – Ms. Jaminow will ensure this works with Planning Board & Appearance Committee.

Focus Areas for 2021:

- Craft Brewery & Packaged Goods Ordinance:
 - Covered extensively elsewhere in the agenda
- Marketing Moorestown:
 - Mr. Hines meeting with J Palkowitz & Civics Plus Feb 25th 2pm to discuss website evolution (in area of bringing business to Moorestown) – Ms. Wilson & Mr. Scarfario to be sent invite
 - Tom Shekels has agreed to usage of all his Moorestown photography as long as we credit his work
 - Ms. Wilson to circulate notes on changes to this section of the website for EDAC input prior to this meeting.
 - February meeting – discuss Webinar plans for launching Ordinance changes, Brewing changes, On-line permitting process etc.
- Making it Easier to Do Business In Moorestown:
 - Website evolution will help.
 - Mr. Hines suggested we need a sub-committee to focus on 3-year plan to turn around “hard to business with” reputation. Mr. Troy, Mr. Walsh & Ms. Wilson expressed interest in being part of this group.
 - How do we make business want to come here?
 - How do we make it easy for them to come here?
- Right to Farm:
 - Ms. Wilson will reach out to Mr. Moriuchi to see which other farming families are engaged in this.
 - Ms. Wilson will circulate first draft of ordinance – many areas make sense (e.g. right to sell cider, wine etc.) but some areas have implications for communities bordering farm land.
 - This is an important worthwhile ordinance to help our farming community.
- Peddler Ordinance:
 - Being reintroduced at Feb 8th council meeting.

Public Comment

- No public comment.

Adjournment

Motion by Ms. Wilson. Seconded by Mr. Scafario. Approved

- (2) Powers and duties. The duties of the Economic Development Committee shall be as follows:
- (a) To promote the advantages of the Township of Moorestown for business, commercial and industrial users.
 - (b) To advise and consult with the Township Council, Township Manager, Planning Board and Director of Community Development concerning reasonable and desirable policies to foster appropriate business, commercial and industrial development. All such policies and recommendations shall be designed to safeguard property values of established residential areas in the Township.
 - (c) To encourage expansion of existing industry and business in the best interest of the Township.
 - (d) To prepare, develop and distribute material and data advertising the advantages of the Township to new business and industry.