

Moorestown Economic Development Advisory Committee

February 23, 2021 Minutes. 7:00 pm - Virtual Meeting

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

Roll Call

Mayor Nicole Gillespie, Moorestown Town Council liaison – present

Mark Hines - present

Philip Kirschner – present

Chris Scafario – present

Kate Wilson - present

Nancy Jamanow - Director of Community Development - present

Melissa Arco Burns – present

John Troy – Present

Jim Walsh – Present

Kathy Hiltner, President of Moorestown Business Association – Present

Approval of minutes of January 26th, 2020 meeting

Motion: Ms. Wilson. Seconded: Mr. Kirschner– Approved by everyone.

Ms. Jamanow – clarification on January minutes – first draft of ordinance rewrite expected in June.

Council Liaison – Mayor Gillespie

- Conditional judgment of compliance for affordable housing has been issued.
 - Still some work to do, but this is a major milestone
 - Navel tract property – went out for an RFP – agreed that the Walters group will be the developer for this tract of land.
 - Council has passed a resolution that Mall is are in need of redevelopment.
 - 4 redevelopment planners pitched for the business – interviewing 2 and hope to get decision by next week.
- Liquor license on March 8th (discussion) and introduce by March 22nd.
- NJ has legalized marijuana (3.22) - we have 180 days if we want to exclude any types of licenses.
- Council passed a resolution for indoor/outdoor gatherings in line with state guidelines.
- Council introduced ordinance for revised fees for development (not adjusted for 19 years)
- Peddler & Transient Vendor Ordinance – want to revise this to exclude community events from background check.

Moorestown Business Association– Ms. Hiltner

- Surveyed members – wanted to understand level of interest in participating in events coming up.
 - No-one wants to take part in events as they are worried about Covid and don't know how we will stay compliant with executive orders.
 - Agreed Food Truck event – 3rd Wednesday in August
 - October 9th – one big township event replacing Moorestown Day
 - Restaurant focus –
 - Love your local restaurant – April & May (copying a Vineland activity). Support campaign to get people to get out and post about restaurants for chance to win a \$50 gift certificate once a week.
 - Ongoing campaign to bring people into restaurants' e.g. banner on Main Street.
 - Do the restaurants want more traffic?
 - The street to close Saturday night? (What are the police costs for 4 hours?)
 - Kate Wilson to send survey to Kathy Hiltner

Planning Board – Ms. Burns

- Subcommittee on Micro Breweries and Packaged Goods presented their case:
 - Clear consensus on Micro-Breweries (recommended for all commercial and business park zones)
 - 50-50 divide on Packaged Goods (how big a lot size are we going to require for packaged good. Original recommendation wanted 5 acres minimum...came down to 2.5 acres size. No decision on zones, purely driven by size)

New Business:

- Mr. Hines suggested we need a sub-committee to focus on 3-year plan to turn around “hard to business with” reputation. Mr. Kirschner & Mr. Walsh expressed interest in being part of this group. Mr Hines asked them to proceed with planning and share thinking at next meeting.
- Goal – issues & priorities that we need to tackle:
 1. Permits & Approval Process
 - Issue or perception?
 - Construction portal should improve data facts – especially for frequent flyers
 - Compare standard flow of permit
 - Ms. Wilson to circulate notes on changes to this section of the website for EDAC input prior to this meeting.
 - Need a checklist for permitting etc.
 2. Zoning and approvals/changes
 3. Master plan revisions - due by June
 4. Fire safety (occupancy & approvals)
 5. Water connection fees
 6. Marketing – lack of marketing
 7. Parking/accessibility to parking
 8. Rent – it’s a barrier to businesses coming in
 9. Available space – where should we be developing
 10. Commercial properties – vacancy levels – can council solve this

Old Business

- Peddlers Ordinance:
 - MBA, Moore Unity, Strawbridge Lake etc. have insurance – we recommend moving to an ordinance where an organizing group will “hold harmless” Town Council.
 - Community event organizers will be required to prove they have valid insurance.
 - Community event organizers will present proposal to council, ideally at the beginning of the year, but at least 2 weeks if no road closures required, 90 days if road closures needed.
 - Community event application must include: Date, location, expected size, road closures required alcohol being served etc. (Road closures and alcohol needs a separate permit & has mandated guidelines).
 - Community events - List of vendors to be maintained by the organizer. Council to request that lists be kept for 6 months post event.
 - Council may require police presence based on size and location.
 - Overall – remove background checks for community events (reference Paulson’s wording) but keep section 132-14 of current ordinance.
 - EDAC – 100% agreement on all of above points.
- 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

- Ms. Wilson to recirculate flow to whole team.
- Mayor Gillespie to share communication on on-line booking of Main Street banners
- Marketing Moorestown:
 - Need to pass ordinance on Packaged Goods & Micro Breweries
 - Mr. Scafario to lead thinking on PR/Webinar launch of changes to liquor licenses/micro breweries
 - Build out benign framework/narrative on Micro Breweries.
 - Packaged Goods may take a little longer.
- Right to Farm:
 - Nancy will write up the differences between original paper and Mr. Mourici is recommended changes.
 - This is an important worthwhile ordinance to help our farming community.

Public Comment

- No public comment.

Adjournment

Motion by Mr Troy. Seconded by Mr. Scafario. Approved

Next Meeting March 23rd.