

Moorestown Economic Development Advisory Committee

May 24th, 2022 Minutes. Motion to call meeting to order 7:01 by Mr. Hines.

1. Roll Call

- Mark Hines
- Kate Wilson
- Philip Kirschner
- Mayor Nicole Gillespie, Moorestown Town Council liaison
- Richard Kaye
- Craig Dennin (President MBA)
- Nancy Jamanow - Director of Community Development
- Chris Scafario - absent
- Jim Walsh – absent

2. Approval of minutes of April 26th 2022

- Mr. Kirshner made a motion to approve minutes
- Mr. Kaye seconded.
- All in favor -100%

3. Council Liaison Update – Mayor Gillespie

- PREIT - Mall owners are polling people for Games of chance at The Mall.
 - Polling seems positive according to the feedback they've been getting.
 - PREIT working on wording that explains concept (as the resolution on the ballot will be full of legal language)
- Mall next steps
 - We need to think about how to rebrand this.
 - Plan is to have a couple of community listening sessions to get people excited about the vision of what the Mall is going to become.... possibly June & September. Run by Council, but with PREIT presenting their vision and ideas.
- Cannabis licenses – none of the Moorestown potential businesses are approved by State yet.
 - Council discussing if they should award more letters of recommendations especially for micro-businesses.
- Website update:
 - If anyone on EDAC has expertise in this area, please volunteer.
- Budget introduced May 23rd – no tax increases this year.
- Purchased a piece of Flying Feather Farm – first open space purchase since 2008.
- Lenola – done with final design.
 - County has approved.
 - Bids towards end of summer (around August).
 - Hopefully break ground in the fall.
 - Rehabilitation – if someone wants to upgrade a property, they can be offered a tax abatement for up to 5 years. This could be especially important for Lenola.
 - Rehabilitation – you can focus on one area and have standards for that area.
 - Could be used as a tool to support historic preservation

- June 13th- council meeting will focus on Rehabilitation...for Pulverizing site and possibly Lenola. Rehabilitation & Redevelopment laws have changed over the last few years. This is the first step in understanding whether this could be a helpful process for certain areas of Moorestown.

4) Moorestown Business Association – Craig Denin

- About 100 people are already registered for Moorestown Day. MBA needs volunteers for Moorestown Day! If you can help, please do.
- MBA donating bench slabs – 4 installed, 4 under way.
- Redoing MBA website completely – Wingman Company are rebuilding and going to launch within a couple of events.
- People – new Treasure, new Marketing Director and new Membership Chair all working out great.
- Food Truck Event – August 17th Wednesday night, chaired by Kathy Hiltner & Steve Pazienza

5) Planning & Community Director Report – Nancy Jamanow

- Township has prepared an Open Space strategic plan update – goal to get that adopted June 30th.
- Cooper & Bel Canto – conformance plans have been submitted and they must get those approved to move forward.
- Dollar general – awaiting demolition approval.
- Lockheed moving another site's employees to Moorestown – constant building and improvement on their site.
- Penrose – affordable housing site on Harper – funding is in place.
- Main Street – township has given assistance to store owner completing variance -but they have not submitted it.
- Murals question – Ms. Jamanow has reached out to discuss further – has not had a response.

6) New Business:

- EDAC charter: There was significant discussion on the questions that the EDAC team had been asked to consider.
- Mayor Gillespie asked that once the team has finalized these recommendations, the Chair attend Council and share this feedback.
- Questions discussed:
- Does the charter adequately describe the CURRENT roles and responsibilities of EDAC?
 - YES. All of the Powers & Duties outlined in the charter are both concise and appropriate.
 - Agreed that for June, we should come prepared to discuss whether we should break out more specific actions that we should be taking/areas we should work on e.g.
 - Updating the EDAC/business section of the Township website
 - Promoting the township and how to do business in Moorestown on social media.
 - Codifying the relationship between EDAC & the MBA
- Are there additional roles and responsibilities that should be added?
 - Yes, we should look at adding a Retail Recruiter/Township Advocate – a paid position to push the EDAC agenda and reforms as well as create business opportunities.
- Is 9 the right number of members? **NO.**
 - Team debated 3 more members for a total of 12.
 - (1) additional for the Township Advocate and

- (2) additional for resident business owners (or non-resident business owners)
- Should there always be a planning board member?
 - There was significant discussion on this point, recognizing that in the absence of a planning board member during the meeting this year, Ms. Jamanow has done an excellent job of updating EDAC on issues from planning. The issue comes with having a planning board member who can represent EDAC and advocating for EDAC's position on projects or planned planning/ordinance changes.
 - If so, what are their specific responsibilities? To relay relevant and vital information from the Planning Board meeting and to report back relevant information
- Are there other committees that should have liaisons to/from EDAC?
 - The question came up as to whether there should be greater interaction with the zoning board, as this can potentially have even greater impact on EDAC proposals and recommendations.
- Should the council liaison be a voting member?
 - NO. They should solely be in an advisory position so there will be no conflict of interest by voting to advance an issue that they will need to vote again as a council member.
- Should the president of the MBA always be a member? **YES.**
- Can they designate another MBA member as their representative?
 - Ideally this would only for meetings where they know they will be absent.
 - Team felt that MBA president brings the most value.
 - Other key members of the MBA may want to attend individual meetings if we are discussion areas relevant to their area of responsibility
- Could the MBA president be appointed for the duration of their term with MBA rather than every year? **YES.**
- Are there other community groups that should have a representative on EDAC? **None that we could think of.**
- Are there specific kinds of professional expertise that should be specified or recommended as members?
 - Possibly – team members discussed how we get more local Moorestown business owners for perspective; and possibly a lawyer – but it be important that people recruited to EDAC be focused on total town development.
- Should all members be Moorestown residents, or should Moorestown business owners be permitted to serve as members even if they reside elsewhere?
 - Team agreed there should be (2) additional members of EDAC that are non-resident business owners. These two can act as representatives of out-of-town owners, as well as provide unique perspectives.
- **Additional discussion areas:**
 - Question raised about whether EDAC should have a yearly stipend or budget “To prepare, develop and distribute material advertising the advantages of the Township to new business and industry”
 - Question raised about term limits and length of terms:
 - Term limits – we would not want to institute these
 - Maintain terms served as 2 year increments
 - Discussion about reappointment to EDAC:
 - Should we be more explicit about attendance expected.
 - Recommendation to remove non-attendees to sit with the Chair.
 - Members should not be reappointed at end of their 2 year term (vs removed during their 2 year term) if they are not participating in meetings.
 - Voting & Quorum –

- Discussion around the fact that only Member who should not have voting rights should be the council representative.
- Community Development Director is not a member, so does not have voting rights.

7. Old Business

Sub-committee – Systemic Issues

- Municipal Parking Lot – is this even really an issue?
 - Polling the businesses on Mainstreet May 25th (Carl’s Shoes up to Ralphs)
- Parking Signage
 - Sign Type C from the 2011 Taylor Design Wayfinding Signage presentation is the team’s preferred option.
 - Looking to do sponsored Parking signs – Rotary/Lions etc.
 - Need to get the details on how this could be managed?
 - How can sponsorships be managed (Town isn’t a nonprofit)
 - Could this be run through the MBA – Mr. Denin said he would be happy to look at how this could be managed financially, but does not have the bandwidth to take on the work of finding the sponsors.
 - Post meeting, Mr. Denin supplied this information: the MBA is a 501(C)6 non-profit org, not a 501(C)3
 - Need to get appearance committee input on signs.
 - Ms. Jamenow is going to be come back with sign suggestions/potential costs.
- NJSBDC vs Retail Recruiter (Business Improvement District)
 - For 2023 cycle, we’d need to be making recommendations by December:
 - Why we need it
 - Parttime person will cost this
 - Township shared services opportunity
 - Is this a Relator? Someone who took a career break and now wants to go back to work?
 - Interns – we’d need the job spec to get NJSBDC or Rowan sending us people. Concern voiced by several that sometimes interns can take more time to brief and manage than is worthwhile.
- **Township website:**
 - Live now – but hard to find.
- NJSBDC – conference acll this coming Friday

No public comment

Next Meeting: June 28th

Motion to adjourn: Ms. Wilson; seconded Mr. Dennin. All in favor.

