

## ECONOMIC DEVELOPMENT COMMITTEE MINUTES FOR MAY 27, 2015

Meeting called by Jeff at 7:40

In attendance- Donna, Ryan, Kelly, Nicole, Charlie, Jeff, John, Melissa, Randy and Louise. Guest speaker- Meghan Hunscher (MCVEDC)

Minutes were approved by Jeff & Ryan

Meghan- Gave each of us a handout outlining the Morris County Economic Corporation. There are only 7 active EDC's in Morris County out of 39 Towns. Their office is located in Florham Park. It is partially funded out of the Freeholder's budget. The remaining is non profit. They work closely with Choose NJ. They do many Trade Shows. Various tax incentives are offered to businesses. Morris County can offer businesses better quality office space than Bergen or Passaic Counties. One of the first things that Meghan suggested is that we have a Master Plan. We should look at & examine our Master Plan on a regular basis. Have an agenda for the year. Establish sub committees- in an effort to get more accomplished. Have Developers/Brokers come in to our meetings. Broaden our Web. Market the Town. Get to know the landlords. Evaluate usage. Have Developers look over our Marketing strategy Send each Landlord a letter- asking them if they would be interested in selling their property. By doing this- you may get a large Developer to come in & purchase blocks of property. Unfortunately not many Grants available to businesses. Establish a "Design Review" committee. Set up a large board & just have everyone throw out different ideas-brainstorm.

Donna- Suggested that we stay within the Town's Master Plan.

John- Proposed presenting sign designs to the Council.

Melissa- Suggested sending a memo to the Council about our recommendations regarding the signs. Letter for the Property Rewards Program will go into the tax bills once again this year. We gave out an additional 520 cards as a result of doing this last year.

\*\*\*\*Accolades to Randy on the great job he did with the pole banners.

Jeff- Would like to see us work on a Welcome Packet for new businesses. We should plan on having a Landlord Event in October.

Meeting ended at 9 by Donna & Louise