



DOWNTOWN DEVELOPMENT COMMISSION
Committee Room - Hartley Dodge Memorial Building
 Date: March 17, 2016 Time: 7:15pm 🍀

MEETING AGENDA

- 1) CALL TO ORDER
- 2) PLEDGE OF ALLEGIANCE
- 3) ROLL CALL

R. Conley		M. Byrne		J. Hollenbach		E. Range	
A. Baillie		B. Cramer		J. Hoover		B. Short	
J. Burnet		C. Brady		L. Jasen		D. Starker	
R. Stern		P. Flemming		M. Kopas		S. Whitehorn	
M. Fabyanski		G. Herzog		L. Lajewski		M. Zimmerman	

OPEN PUBLIC MEETINGS ACT: In compliance with the open public meetings act, adequate notice of this meeting of the Downtown Development Commission was provided by distributing the Annual Meeting schedule to the Madison Eagle and Morris County Daily Record, posting a copy on the bulletin board at the main entrance to the Hartley Dodge Memorial Building, posting a copy on the Borough website, and filing a copy with the Borough Clerk, all on or about the first week of January 2015. Copies of said notice were made available to members of the general public.

- 3) APPROVAL OF FEBRUARY 2016 MINUTES
- 4) TREASURER’S REPORT
- 5) MAYOR’S REPORT
- 6) COUNCIL LIAISON REPORT
- 7) PLANNING BOARD REPORT
- 8) FOUNDATION REPORT
- 9) ASSISTANT BOROUGH ADMINISTRATOR’S REPORT

10) PRESENTATION/DISCUSSION:

- a) Update on status of RFP for Downtown Study
- b) Update on reconstruction of planters on Waverly Place

11) COMMITTEE REPORTS:

- a) **Sign & Façade:** John Hoover, Chair (Karen Giambra, Leslie Lajewski, Eric Range)
 - i) Committee Plans:
 - Sent email 3/10/16 asking for availability of members to meet week of 3/21/16
 - Discuss potential improvements to the form, the process, and guidelines
 - ii) Applications since last DDC meeting:
 - Studio Allegro, 300 Main Street - Approved 2/26/16
 - Jules Duffy Designs, 20 Waverly - Approved 3/15/16

- b) **PIC (Public Improvement):** Jim Hollenbach, Chair (Maureen Byrne, Brad Cramer Mark Fabyanski, John Hoover, Russell Stern, Suzy Whitehorn)
 - i) The Committee met on Thursday, February 25th at 8:30 am at the Nautilus. Jim Hollenbach was chosen as the Chair. The fourth Thursday of the each month at 8:30 am was chosen as the regular meeting time. Discussion items included:
 - Planning for follow-up on projects in the pipeline, including current Water Fountain Project.
 - The need to plan a walk-around of the downtown was also discussed.
- c) **University Relations:** Carla Brady, Chair (Mark Fabyanski, Mike Kopas, Larry Jasen, Eric Range, Deb Starker, Marsha Ann Zimmerman)
 - i) The Committee met on Tuesday, March 15th at 1:00 pm at Drew. Carla Brady was chosen as the Chair. The Wednesday directly preceding the DDC meeting was chosen as the preferred monthly meeting date. The meetings will be held at 1:00 pm at Drew. Discussion items included:
 - How best to re-engage with FDU and CSE
 - Possible creation of intern positions for FDU and CSE students that mirror our current relationship with Drew.
 - Creating a new survey for distribution to the students at all three universities to assess their current level of engagement in the Downtown and ask for feedback on potential changes, etc.
 - Potentially create a program that invites the community, to be piloted at Drew, which would showcase all the great things happening on campus.
- d) **Marketing and Economic Development** Eric Range Chair (Barb Short, Leslie Lajewski, Russell Stern, Michael Pellessier)
 - i) The Committee met via conference call on Tuesday, March 8th at 12:00pm. Eric Range was chosen to be the Chair. The first Friday of the month at 8:00 am either via conference call or meeting would be the regular scheduled session. It was suggested that a representative from the Chamber of Commerce be asked to join this Committee. Discussion items included:
 - Organize a process with which to vet companies who would be tasked with creating a new branding campaign for the Downtown and Madison as a whole.
 - Lisa Eilis will share the materials on various professionals that she has collected over the course of the last year.
 - Develop new ways to highlight new business openings.

13) AD HOC COMMITTEE AND PROJECT UPDATES

- a) **Taste of Madison** (Monday, March 7, 2016)
- b) **May Day** (Saturday, May 7, 2016)
- c) **DDC/MACA Sidewalk Art Gallery & Gala**
- d) **Farmers' Market** (Thursdays, June 2 – October 13)
- e) **Drew University Town Tour** (Saturday, August 27, 2016)
- f) **Bottle Hill Day** (Saturday, October 1, 2016)
- g) **Sidewalk Sounds**
- h) **Historic Town Tour**
- i) **Friday Night Concert Series w/METC**
- j) **Wayfinding**

14) OLD BUSINESS

- a) Madison Storytellers Festival (Saturday, June 11th): Barb Short
- b) Prison Ball Tournament (Saturday, March 19th): Carla Brady. This event will be a community-wide partnership and will benefit a scholarship fund being created for the children of the late MPD Capt. Joseph Cirella.

15) NEW BUSINESS

16) INVITATION FOR DISCUSSION FROM THE PUBLIC

17) ADJOURNMENT

NEXT MEETING: Thursday, April 21, 2016 at 7:15pm, Committee Room - Hartley Dodge Memorial Building. Executive Board Meeting will be held on Thursday, April 14, 2015 at 8:15am.