



DOWNTOWN DEVELOPMENT COMMISSION
Committee Room - Hartley Dodge Memorial Building
 Date: April 21, 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.

- 1) APPROVAL OF MARCH 2016 MINUTES
- 2) TREASURER'S REPORT
- 3) MAYOR'S REPORT
- 4) COUNCIL LIAISON REPORT
- 5) PLANNING BOARD REPORT
- 6) FOUNDATION REPORT
- 7) ASSISTANT BOROUGH ADMINISTRATOR'S REPORT
- 1) PRESENTATION/DISCUSSION:
 - a) Update on status of RFP for Downtown Study
 - b) Discussion on Waverly Trees
- 8) COMMITTEE REPORTS:
 - a) **Sign & Façade:** John Hoover, Chair (Karen Giambra, Leslie Lajewski, Eric Range)
 - i) The Committee met on March 23, 2016 with the following results:
 - Because of the nature and work of our team, it was agreed we would meet as necessary, but not on a regular monthly basis.
 - Form and Addendum: Lisa Ellis is working with Craig Erezuma to gather his proposed modifications to the form. John Hoover and Lisa Ellis will craft a revision and share it with the committee.
 - It was agreed that a "welcome kit" of some type should be developed with key parameters to be included:
 - A list of do's and don'ts extracted from the Code

- Examples of best signs
 - Review and modify our Guidelines as needed.
 - Reconsider a matching grant program
- ii) Applications March 17 – April 21:
 - Glitz and Gloss, 17 Waverly Place - Submitted then withdrawn
 - Hat Shop Madison, 81 Main Street - Approved 04/14/16
 - Yoga Mechanics, 10-12 Elmer Street - Approved 04/21/16. Note: This sign was installed before approval causing some concern about the process.
- 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, March 24th at 8:30 am at the Waverly Clock to review potential sites for the installation of water fountains. A site on the corner of Waverly and Lincoln was suggested as well as replacement of the fountain at Rose Garden Park. A site near the METC was also looked at but was not recommended.
- c) **University Relations:** Carla Brady, Chair (Mark Fabyanski, Mike Kopas, Larry Jasen, Eric Range, Deb Starker, Marsha Ann Zimmerman)
 - i) The Committee will meet next on Tuesday, May 10th at 1:00 pm at Drew. The meeting schedule has been adjusted and the new dates are as follows: May 10th, June 7th, September 6th and November 8th. The meetings will be held at 1:00 pm at Drew.
 - ii) The Committee has the following items to report:
 - A representative from CSE has joined the committee.
 - Work is being done on creating a potential intern program for the other two universities modeled on the Drew Civics Scholar Program.
 - Drew has booked the date for the community wide movie on Mead. The date is
- d) **Marketing and Economic Development** Eric Range Chair (Barb Short, Leslie Lajewski, Russell Stern, Michael Pellessier, Karen Giambra, John Morris)
 - i) The Committee met on Friday, April 1st at 8:00 am. Eric Range was chosen to be the Chair.
 - ii) Discussion items included:
 - The committee will review potential marketing firms and put them in rank order before the next meeting on May 6th.
 - An inventory of all DDC flags will be taken and a report compiled regarding potential replacement before the May meetings.

2) AD HOC COMMITTEE AND PROJECT UPDATES

a) Taste of Madison (Monday, March 7, 2016)

b) May Day (Saturday, May 7, 2016)

- i) Planning is going well and two press releases have been distributed. Income is up and final details are being confirmed.
- ii) Monday, April 25th at 8:00pm. The Mayor and Borough Council will recognize the winner of the T-shirt Art Contest at this meeting. All are invited to attend.
- iii) Tuesday, April 26th at 6:00 pm. The Kiwanis Club requests that a representative of the DDC attend to receive their donation. They would like the representative to talk very briefly about the work of the DDC. Lisa Ellis has gone in the past but is unable to attend. A thank you is always included in the brief speech.

c) DDC/MACA Sidewalk Art Gallery & Gala

- i) The banners are expected to be turned in in early May

- ii) Deb Starker and Lisa Ellis are working to set a date for the gala.
- d) Farmers' Market** (Thursdays, June 2 – October 13)
 - i) The Sidewalk Sounds Performances for the Market will be set within the next day or so.
 - ii) Vendor contracts are being returned daily and we are now at capacity and have created a waiting list.
 - iii) Advertising with Edible Jersey has been secured and artwork delivered.
 - iv) The New Jersey Farm Bureau paperwork has been submitted.
- e) Drew University Town Tour** (Saturday, August 27, 2016)
- f) Bottle Hill Day** (Saturday, October 1, 2016)
 - i) A logistics planning meeting is being scheduled for early May.
- g) Sidewalk Sounds**
 - i) The performances for the Farmers' Market are being scheduled
 - ii) Recommendation to add a couple of Friday night performances to fill gaps in the Downtown Concert Series
- h) Historic Town Tour** (This item will no longer appear on the agenda after tonight's meeting. Going forward it will be subsumed under the responsibilities of the Public Improvement Committee)
- i) Friday Night Concert Series w/METC** (The dates for this summer are June 24th, July 15th, July 29th, August 12th, August 26th and September 26th)
 - i) The proposal for DDC sponsorship will be discussed tonight (see email attachments)
 - ii) The schedule is as follows:
 - July 15 - Ballycastle Band
 - July 29 - Rosewood
 - August 12 - Barba Roja Latin Band
 - August 26 - Jumping the Gun Band
 - September 26 - Sunnyside Jazz
- j) Wayfinding**
- 3) OLD BUSINESS**
 - a) Madison Storytellers Festival (Saturday, June 11th): Barb Short, Dan Blank and Dan Cafaro will present their proposal at this meeting. (see email attachments)
- 4) NEW BUSINESS**
 - a) Morris & Essex Kennel Club Match Show scheduled for Saturday, October 1st to coincide with Bottle Hill Day
 - b) Update from MACA regarding Don Mullan's project proposal (see email attachment)
- 5) INVITATION FOR DISCUSSION FROM THE PUBLIC**
- 6) ADJOURNMENT**

NEXT MEETING: Thursday, May 19, 2016 at 7:15 pm, Committee Room - Hartley Dodge Memorial Building. Executive Board Meeting will be held on Thursday, May 12, 2016 at 8:15 am.