



DOWNTOWN DEVELOPMENT COMMISSION
Committee Room - Hartley Dodge Memorial Building
 Date: May 19, 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 2016. Copies of said notice were made available to members of the general public.

- 4) APPROVAL OF APRIL 2016 MINUTES
- 5) CHAIRMAN/EXECUTIVE BOARD REPORT

- a) Update on RFP process

- 1) TREASURER’S REPORT
- 2) MAYOR’S REPORT
- 3) COUNCIL LIAISON REPORT
- 4) PLANNING BOARD REPORT

- a) A recommendation was made to ask the council for a zoning ordinance change on parking requirements in the downtown. [Re: Chapter 195-32.4 (3)]. It will be on the agenda for Council meeting next Monday. (Document will be distributed at this meeting)

- 5) FOUNDATION REPORT

- 7) COMMITTEE REPORTS:

- a) **Sign & Façade:** John Hoover, Chair (Karen Giambra, Leslie Lajewski, Eric Range)

- i) The Committee committed to the following activities. Each will either be completed, or firm plans will be in place by the June DDC meeting.
 - Form and Addendum: Lisa is working with Craig Erezuma to gather his proposed modifications to the form. John and Lisa will craft a revision and share it with the S & F Committee.
 - It was agreed that a "welcome kit" of some type should be developed with:
 - Key parameters to be followed

- 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 April 21 – May 19: These applications were all reviewed and approved
 - Received 3/11/16 - FDU Federal Credit Union
 - Received 4/08/16 - Stitch Boutique
 - Received 4/27/16 - Waxing The City
 - Received 4/27/16 - Ann Pelino - Integrated Fitness
 - Received 4/28/16 - Joseph Smith, CFP, Common Interests
- b) PIC (Public Improvement):** Jim Hollenbach, Chair (Maureen Byrne, Brad Cramer Mark Fabyanski, John Hoover, Russell Stern, Suzy Whitehorn)
 - Water Fountain recap. Purchasing 3 units. One will be installed on corner of Waverly and Lincoln. Other locations TBD Possibly by ETCM
 - Inform governing body on install/ is it in the historic district?
 - Shared expense on install with borough of Madison.
 - Filter replacement to be rolled into May Day expenses annually.
 - LED lights discussion. Brad will be installing them where needed.
 - Painting and repairing of poles that secure signs near the Waverly Alley Sign.
 - Paver Repair discussion (Shade Tree/Pic/Borough of Madison) partnership. Possible install of up lighting.
 - We will do a walk of the town again at about 1:30 on May Day. The weather forced the cancellation of this event.
 - New Benches on Elmer Alley needed. Brad has sanded and repaired many times. Time to replace.
- 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, June 7th at 1:00 pm at Drew. The meeting schedule has been adjusted and the new dates are as follows: June 7th, September 6th and November 8th. The meetings will be held at 1:00 pm at Drew.
 - ii) The Committee has the following item to report:
 - The Committee will report the outcomes from the recent survey that was sent to university students.
- 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, May 6th at 8:00 am.
 - ii) Discussion items included:
 - The committee is still reviewing potential marketing firms.
 - An inventory of all DDC flags was done. Lisa went up to the building at James Park and did an inventory of all the flags that are there. The ones in really poor condition were not counted. The condition of most of them is not great and the storage there probably less than ideal, as it is a very damp space.

Here are the numbers:

May Day	13
Shop Madison	10

Bottle Hill Day	18	
Shakespeare Theatre	20	
Farmers' Market	13	
Jets	13	
Drew (green)	13	*(There are also 11 new navy blue Drew flags here at HDM)
FDU	12	
CSE	15	

By way of comparison there are over 100 American flags said is supposedly more than needed, though it's not clear if they have been hung all the way down Central Avenue and on Main Street to Alexander Avenue (north side) where there are now the historic light poles. Also, installation of these light poles is now planned for Kings Road.

13) AD HOC COMMITTEE AND PROJECT UPDATES

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

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

- i) On Thursday, May 26th at 12:00pm, the Rotary requests that someone attend their meeting at the Madison Hotel to receive the May Day donation. RSVP is required by May 20th.

c) **DDC/MACA Sidewalk Art Gallery & Gala**

- i) The banners have been collected and are now being photographed and will be hung shortly.
- ii) Deb Starker, Lisa Ellis are working with Mike Kopas to set a date for the gala.

d) **Farmers' Market** (Thursdays, June 2 – October 13)

- i) The Sidewalk Sounds Performances for the Market are set.
- ii) Planning in ongoing and next week logistics will be set and a map created.

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 Friday, 11:15am in the Committee Room at HDM, all are invited to attend.

g) **Sidewalk Sounds**

- i) The performances for the Farmers' Market are all scheduled and the schedule will be published next week.

h) **Friday Night Concert Series w/METC** (The dates for this summer are June 24th, July 15th, July 29th, August 12th, August 26th and September 9th)

- i) This is the corrected schedule:
 - June 24 - The Frost Kings
 - July 15 - Ballycastle Band
 - July 29 - Rosewood
 - August 12 - Barba Roja Latin Band
 - August 26 - Jumping the Gun Band
 - September 9 - Sunnyside Jazz

i) **Madison Storytellers Festival** (Saturday, June 11th)

14) OLD BUSINESS

15) NEW BUSINESS

- a) The June 16th meeting conflicts with the Madison High School Senior Awards night as it usually does. Depending on the number of people with a conflict we may want to reschedule this meeting.
- b) Morris County Economic Development Corporation (MCEDC)
 - i) Alliance for Action 2016: <http://www.rosenet.org/DocumentCenter/View/3652>
 - ii) 312006793-2015-Development-Activity-Report:
<http://www.rosenet.org/DocumentCenter/View/3651>

16) INVITATION FOR DISCUSSION FROM THE PUBLIC

17) ADJOURNMENT

NEXT MEETING: Thursday, June 16, 2016 at 7:15pm, Committee Room - Hartley Dodge Memorial Building. Executive Board Meeting will be held on Thursday, June 9, 2016 at 8:15am.