



**DOWNTOWN DEVELOPMENT COMMISSION**  
**Committee Room - Hartley Dodge Memorial Building**  
 Date: August 18, 2016 Time: 7:15pm

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**MEETING AGENDA**

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

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

- 4) **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.

- 5) **APPROVAL OF THE JULY 2016 MINUTES**
- 6) **CHAIRMAN/EXECUTIVE BOARD REPORT**
  - a) **Progress report on Downtown Study**
- 6) **TREASURER’S REPORT**
- 7) **MAYOR’S REPORT**
- 8) **COUNCIL LIAISON REPORT**
- 9) **PLANNING BOARD REPORT**
- 11) **FOUNDATION REPORT**
- 12) **COMMITTEE REPORTS**

- a) **Sign & Façade:** John Hoover, Chair (Karen Giambra, Leslie Lajewski, Eric Range) The Committee committed to the following activities.
  - i) **Form and Addendum:** Form design is being revised; needs review and approval.
  - ii) It was agreed that a "welcome kit" of some type should be developed with:
    - (1) Key parameters to be followed
    - (2) A list of do's and don'ts extracted from the Code
    - (3) Examples of best signs; will need to take photos of examples for good, better, best
    - (4) John drafted one-page summary; need review and graphics, photos, etc.
  - iii) Review and modify our Guidelines as needed
  - iv) Reconsider a matching grant program
  - v) Applications between July 21<sup>st</sup> and August 18<sup>th</sup>:

- 21 Green Village - HighTower, The Egan Group: Submitted 8/1/16; Reviewed by S & F 8/4/16; Approved: 8/8/16
- 7 Cross Street - Mexican Spice: Submitted 7/17/16; Reviewed by S & F 8/4/26; Approved: 8/8/16
- 319 Main Street - Mavis Discount Tire: Submitted 8/9/16; Reviewed by S & F 8/9/16; Not yet approved, awaiting response from applicant
- 117 Main Street - Bank of America: Submitted 5/16/16; Under Review by S & F and HPC

**a) PIC (Public Improvement):** Jim Hollenbach, Chair (Maureen Byrne, Brad Cramer Mark Fabyanski, John Hoover, Russell Stern, Suzy Whitehorn):

- i) The Committee's next meeting is scheduled for Thursday, August 25<sup>th</sup> at 8:30 am at the Nautilus.
- ii) Brief update on purchase of water fountains and benches.
  - (1) Mike Kopas is reaching out to HPC. Their next meeting is on Tuesday, September 13<sup>th</sup>.
  - (2) Lisa met with MFD Capt. Ed Nunn regarding the corner of Waverly and Lincoln. He said the hydrant will not be an issue, there is just 3' clearance required. He suggested we speak to Tom DeBiase or Jim Finelli from the Water Department to get their input on best location in that area.
  - (3) Lisa Ellis obtained a quote from Keystone Ridge Designs for the Lamplighter Flat Bench (cast aluminum), 8' benches. The price with the center arm is \$1805.00 each and \$1509.00 without. They recommend ordering before the end of the year to lock in 2016 pricing but they will work with us on the delivery, holding to the spring if we so choose. The lead time is 8-10 weeks currently.
  - (4) Astri Baillie, Lisa Ellis and Sue Whitehorn met with Lt. Joseph Longo and Community Service Officer Cynthia Weir to discuss current parking issues downtown. It was a substantive discussion. Parking issues will be further explored through the Downtown Study.

**b) University Relations:** Carla Brady, Chair (Mark Fabyanski, Mike Kopas, Larry Jasen, Eric Range, Deb Starker, Marsha Ann Zimmerman).

- i) There is no report but Carla is still seeking volunteers for the Drew Town Tour. Please email her at [cbrady@drew.edu](mailto:cbrady@drew.edu) to volunteer.

**c) Marketing and Economic Development** Eric Range Chair (Barb Short, Leslie Lajewski, Russell Stern, Michael Pellessier, Karen Giambra, John Morris):

- i) The Committee met Friday, August 5<sup>th</sup>. Topics included:
  - (1) A discussion of flags, including replacement and a schedule.
  - (2) The use of the Art Banner Poles for Holiday Banners was discussed.
  - (3) It was decided to hold off on contacting potential Marketing Consultants until the Downtown Study process is completed.
  - (4) Lisa Ellis met with Stephanie Harris, a broker for Ripco. She is looking for a specific tenant at this point but the entire downtown was toured. They represent a wide range of retail clients and Lisa asked that they keep Madison on their radar. For more information about Ripco please go to their website: <http://www.ripcony.com/>
  - (5) Lisa attended a full day workshop in Summit presented by the New Jersey Downtown Institute, titled; "Locally-Driven Business Recruitment: Take Charge of Your Business Mix". Let Lisa Ellis know if you would like a copy of the presentation. It proved to be a very worthwhile experience.

### 13) AD HOC COMMITTEE AND PROJECT UPDATES

- d) **Taste of Madison** (Monday, March 20, 2017): There is no report.
- e) **May Day** (Saturday, May 7, 2016): There is no report.
- f) **DDC/MACA Sidewalk Art Gallery & Gala**: The Gala has been set for Saturday, November 5<sup>th</sup> and it will be held at Hartley Dodge Memorial.
- g) **Farmers' Market** (Thursdays, June 2 – October 13): There is no report.
- h) **Drew University Town Tour** (Saturday, August 27, 2016): Carla Brady is still seeking volunteers for the Drew Town Tour. Please email her at [cbrady@drew.edu](mailto:cbrady@drew.edu) to volunteer.
- i) **Bottle Hill Day** (Saturday, October 1, 2016): Application and Sponsorship Packets have been sent and are available on rosenet.
  - (1) Brief discussion on the event and call for volunteers
- j) **Sidewalk Sounds**: Weekly performances continue at the Farmers' Market. We have been able to include a few "double headers", featuring two different musicians/bands.
- k) **Friday Night Concert Series w/METC** (The dates for this summer are June 24<sup>th</sup>, July 15<sup>th</sup>, July 29<sup>th</sup>, August 12<sup>th</sup>, August 26<sup>th</sup> and September 9<sup>th</sup>) The schedule for the remaining concerts is as follows:
  - August 26 - Jumping the Gun Band
  - September 9 - Sunnyside Jazz
- l) **Madison Storytellers Festival** (Saturday, June 11<sup>th</sup>): There will be a full report this fall which will include an overview of this year's event and a look forward to next year.

### 14) OLD BUSINESS

### 15) NEW BUSINESS

### 16) INVITATION FOR DISCUSSION FROM THE PUBLIC

### 17) ADJOURNMENT

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