



DOWNTOWN DEVELOPMENT COMMISSION

Committee Room - Hartley Dodge Memorial Building

Date: May 19, 2016 Time: 7:15pm

MEETING MINUTES

1) **CALL TO ORDER:** This meeting was called to order at 7:15 pm by Chair Mike Kopas

2) **PLEDGE OF ALLEGIANCE**

3) **ROLL CALL**

MEMBERS PRESENT:

M. Byrne	J. Hollenbach	E. Range
C. Brady	J. Hoover	D. Starker
M. Fabyanski	M. Kopas	R. Stern
P. Flemming	L. Lajewski	M. Zimmerman

MEMBERS ABSENT:

R. Conley, A. Baillie, J. Burnet, B. Cramer, G. Herzog, B. Short, S. Whitehorn

ALSO PRESENT: Lisa Ellis, DDC Program Director

MEMBERS OF THE PUBLIC: Michael Pellessier

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 APRIL 2016 MINUTES**

Motion to approve March 2016 Meeting Minutes as presented

Moved by: R. Stern and Seconded by: J. Hoover

Voice Vote: Unanimous

6) **CHAIRMAN/EXECUTIVE BOARD REPORT:** Mike Kopas gave a brief update on RFP process for the Downtown Study.

7) **TREASURER'S REPORT:** There was no formal report. A copy of the monthly financial report was distributed.

8) **MAYOR'S REPORT:** There was no report.

9) **COUNCIL LIAISON REPORT:** There was no report.

10) **PLANNING BOARD REPORT:** A recommendation was made by the Planning Board 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, May 23rd. A letter will be sent from the DDC to the Mayor and Council in support of this recommendation. Peter Flemming also noted that the

Planning Board was in the process of reviewing three residential subdivisions.

11) FOUNDATION REPORT: There was no report.

12) COMMITTEE REPORTS:

a) Sign & Façade: John Hoover, Chair (Karen Giambra, Leslie Lajewski, Eric Range). 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:
 - (a) Key parameters to be followed
 - (b) A list of do's and don'ts extracted from the Code
 - (c) Examples of best signs
- Review and modify our Guidelines as needed
- Reconsider a matching grant program

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). PIC will meet at the Waverly Clock at 8:30am on May 26th to do a quick walkthrough downtown.

- 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.

Motion to appropriate up to \$7,000.00 to purchase new benches. The PIC Committee will seek the input of HPC.

Moved by: E. Range and Seconded by: P. Flemming

Voice Vote: Unanimous

c) **University Relations:** Carla Brady, Chair (Mark Fabyanski, Mike Kopas, Larry Jasen, Eric Range, Deb Starker, Marsha Ann Zimmerman). 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. The Committee shared an initial report of the outcomes from the recent survey that was sent to Drew students. The response rate was terrific, 25%. Drew will be holding a free outdoor community movie night on Thursday, June 23rd. “Star Wars - The Force Awakens” will be shown.

d) **Marketing and Economic Development** Eric Range Chair (Barb Short, Leslie Lajewski, Russell Stern, Michael Pellessier, Karen Giambra, John Morris). The Committee met on Friday, May 6th at 8:00 am. 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 flag 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. Lisa Ellis will obtain pricing on replacement flags.

13) AD HOC COMMITTEE AND PROJECT UPDATES

- a) **Taste of Madison** (Monday, March 7, 2016): The date for 2017 is Monday, March 20th. The financials are being finalized and checks should be distributed to the partner organizations soon.
- b) **May Day** (Saturday, May 7, 2016): 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:** The banners have been collected and are now being photographed and will be hung shortly. Deb Starker, Lisa Ellis are working with Mike Kopas to set a date for the gala.
- d) **Farmers’ Market** (Thursdays, June 2 – October 13): The Sidewalk Sounds Performances for the Market are set. Planning in ongoing and next week logistics will be set and a map created.
- e) **Drew University Town Tour** (Saturday, August 27, 2016): Planning is underway. Anyone willing to volunteer should contact Carla Brady.
- f) **Bottle Hill Day** (Saturday, October 1, 2016): 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: The performances for the Farmers' Market are all scheduled and the schedule will be published on a weekly basis.

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) This is the corrected schedule:

- (1) June 24 - The Frost Kings
- (2) July 15 - Ballycastle Band
- (3) July 29 - Rosewood
- (4) August 12 - Barba Roja Latin Band
- (5) August 26 - Jumping the Gun Band
- (6) September 9 - Sunnyside Jazz

i) Madison Storytellers Festival (Saturday, June 11th): Planning and promotion is well underway for this event.

14) OLD BUSINESS: There was nothing discussed.

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. The consensus was to try to hold the meeting providing a quorum could be reached. It would be further discussed at the June Eboard meeting.

b) Morris County Economic Development Corporation (MCEDC): The following reports were shared on a purely informational basis.

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: There was no discussion.

17) ADJOURNMENT: *Motion to adjourn at 8:39 pm*

Moved by: P. Fleming and Seconded by: M. Byrne

Voice Vote: Unanimous

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.