



DOWNTOWN DEVELOPMENT COMMISSION
Committee Room - Hartley Dodge Memorial Building
 Date: January 16, 2020 Time: 7:15 pm

REORGANIZATION MEETING AGENDA

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

R. Conley		M. Tomaszewski		E. Range		M. Pellessier	
J. Hoover		T. Honohan		R. Rocco		L. Ellis	
B. Cramer		P. Flemming		R. Stern			
J. Hollenbach		J. Regan		M. Fabyanski			
R. Landrigan		J. Morris		C. Brady			
S. Whitehorn		D. Starker		G. Herzog			

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 2020. Copies of said notice were made available to members of the general public.

6) **OATH OF OFFICE:**

- a) Russell Stern, At Large Representative
(Three year term through December 31, 2022)
- b) Carla Brady, At Large Representative
(Three-year term through December 31, 2022)
- c) Eric Range, Higher Education Representative
(Three year term through December 31, 2022)
- d) John Regan, Board of Education Representative
(Three year term through December 31, 2022)
- e) Melanie Tomaszewski, Resident Representative
(Three year term through December 31, 2022)
- f) Robert Rocco, Merchant/Landlord/Business Owner Representative
(Three year term through December 31, 2022)

7) **ELECTION OF NEW EXECUTIVE BOARD**

Note: At the December meeting of each year, the ex-officio member, who will be the election officer, will then accept nominations for the position of Chair, Vice-Chair, Secretary, Treasurer and Member-At-Large.

All nominations, whether oral or written, must be made, seconded and then accepted by the individual

nominated. At the beginning of the January meeting, the election officer will accept any nominations from the floor and call the roll to determine those eligible to receive ballots and cast votes. The election officer will prepare the ballots indicating the officers' title and a space in which the eligible voters can write in their choice for each officer's position. The election officer will distribute the ballots to those eligible to vote. Upon completion of the actual vote, the election officer will collect the ballots and will then tabulate the results. The results will be verified by the Council Liaison and by any member of the Commission who is not running for election and who has been appointed by the election officer. The results for each office will also be posted so all present may view the final count.

a.) The following nominations were submitted at the December meeting:

- Nomination for Chairperson: Sue Whitehorn
- Nomination for Vice Chairperson: Eric Range
- Nomination for Treasurer: None
- Nomination for Secretary: None
- Nominations for Member-at-Large: None

b.) Additional Nominations:

- Nominations for Chairperson: _____
- Nominations for Vice Chairperson: _____
- Nominations for Treasurer: _____
- Nominations for Secretary: _____
- Nominations for Member-at-Large: _____

8) ADJOURNMENT OF REORGANIZATION MEETING

REGULAR MEETING AGENDA

1) CALL TO ORDER

2) APPROVAL OF DECEMBER 2019 MINUTES

3) TREASURER'S REPORT

4) FOUNDATION REPORT

a) Appointment/Election of Madison Main Street Foundation (MMSF) representatives

Nominations:

5) CHAIRMAN/EXECUTIVE BOARD REPORT

a) Review and Approve 2020 Meeting Schedule

6) MAYOR'S REPORT

7) COUNCIL LIAISON REPORT

8) PLANNING BOARD REPORT

9) DIRECTOR OF BUSINESS DEVELOPMENT REPORT

a) Best Practices, Ideas, Information Sharing:

- i) ***“For more than 70 years, the Philadelphia More Beautiful Committee (PMBC) has helped bring positive change to neighborhoods throughout our City. Through our network of dedicated Block Captains, we work to organize events, provide support, and empower residents to come together for a more beautiful Philadelphia...”***

b) <https://www.philadelphiastreet.com/pmbc/>

- i) ***“We can reclaim cities from the car without inconveniencing people”***
<https://www.citymetric.com/transport/we-can-reclaim-cities-car-without-inconveniencing-people-4671>
- c) ***“6 clever urban design ideas that all cities should steal: These small, smart innovations are worth building on in 2020”***
<https://www.curbed.com/2019/12/17/21020374/bus-housing-restoration-architecture-urban-design>
- d) Articles/Information of Interest:
 - i) ***“Mack-Cali to sell suburban office portfolio; Parsippany, Madison sold first for \$288.5M”***
<https://njbiz.com/mack-cali-to-sell-suburban-office-portfolio-for-288-5m/>
 - i) ***“Legislature sends Murphy bill to expand state’s film, TV tax incentive”***
<https://njbiz.com/legislature-sends-murphy-bill-to-expand-states-film-tv-tax-incentive/>
 - ii.) ***“Half in the bag: Senate approves plastic ban, measure languishes in Assembly Upper house plans to renew efforts at start of new session”***
<https://njbiz.com/half-bag-senate-approves-plastic-ban-measure-languishes-assembly/>

7) STANDING COMMITTEES

- a) **Sign & Façade:** (2019 Membership: Suzy Whitehorn, Eric Range, Leslie Lajewski, Tom Honohan, Karen Giambra)
 - i) **2020 Membership**
 - ii) **Potential Goals/Projects**
 - **Sign Guidebook**
 - iii) **Committee Description:**
 - Reviews and submits recommendations on all sign permit applications, new or replacement, submitted for commercial uses referred by the Zoning Officer.
 - Reviews referred Master Signage Plans and submit recommendations to Planning Board or Zoning Board of Adjustment.
 - Adheres to all regulations put forth in Chapter 195. Land Development, Article V. Zoning, § 195-34. Signs, while conducting all review processes.
- b) **PIC (Public Improvement):** (2019 Membership: Suzy Whitehorn, Chair; Russell Stern, Bob Rocco, Peter Flemming, Brad Cramer, John Morris, John Hoover)
 - i) **2020 Membership**
 - ii) **Potential Goals/Projects:**
 - **METC Park Design**
 - **Adopt A Space Program**
 - iii) **Committee Description:**
 - Creates plans and projects to improve the streetscape and public spaces in the Downtown District.
 - Helps to develop financial incentives and strategies for potential rehabilitation projects.
 - Explores strategies to improve available shopper parking in the Downtown District.
- e) **Marketing and Economic Development:** (2019 Membership: Suzy Whitehorn, Eric Range, Bob Conley, Russell Stern, Leslie Lajewski, Deb Starker, Carla Brady, Melanie Tomaszewski, Jim Hollenbach, John Morris, Michael Pellessier, Karen Giambra)
 - i) **2020 Membership**
 - ii) **Potential Goals/Projects:**
 - **Gateway & Wayfinding Signage**
 - **Creation of Marketing Materials**
 - iii) **Committee Description:**

- Monitors the Downtown District's current economic conditions and identify opportunities for market growth.
- Develops programs, events, and initiatives working with the Chamber of Commerce to strengthen existing businesses and recruit new ones.
- Creates, with consultants as necessary, a comprehensive marketing plan that will be issued to support current and future programs and that will showcase the Downtown and expand the Madison brand.

f) **Arts & Events:** (2019 Membership: Suzy Whitehorn, Deb Starker, Melanie Tomaszewski, Carla Brady, Tom Honohan, John Morris, John Pietrowski, Jerry Vezza, Karen Giambra, Michael Pellessier, Eric Hafen)

i) **2020 Membership**

ii) **Potential Goals/Projects:**

- **Sidewalk Art Gallery analysis and reinvention**
- **Support of Madison Community Arts Center programming and fundraising**
- **Explore public art projects**

iii) **Committee Description:**

- Work with Madison Arts and Culture Alliance (MACA), Madison Music and Arts (MMA), Chamber of Commerce and other community partners on event development and support.
- Advise and support the Director of Arts and Events and programming for the Madison Community Arts Center.
- Research and make recommendations regarding public art installations.
- Research and evaluate the viability of new events.

8) AD HOC COMMITTEE AND PROJECT UPDATES: *These are listed primarily for informational purposes only the items highlighted will be discussed.*

- a) **Taste of Madison** (Monday, March 23, 2020)
- b) **May Day** (May 2, 2020)
- c) **Madison Into Yellow** (May 5 through 12)
- d) **DDC/MACA Sidewalk Art Gallery & Gala** (inactive)
- e) **Farmers Market** (Thursdays, May 21 – November 19, 2020)
- f) **Drew University Town Tour** (TBD)
- g) **Bottle Hill Day** (Saturday, October 3, 2020):
- h) **Downtown Concert Series w/METC** (TBD)
- i) **MACA/DDC Holiday Arts Festival** (Friday and Saturday, November 27 and 28, 2020)
- j) **Rose City Summerfest** (May 20, 2020)
 - i) **Volunteers for Ad Hoc Event Committee**

9) OLD BUSINESS

10) NEW BUSINESS

11) INVITATION FOR DISCUSSION FROM THE PUBLIC

12) ADJOURNMENT

NEXT MEETING: Thursday, February 16 at 7:15pm, Committee Room - Hartley Dodge Memorial Building.