



DOWNTOWN DEVELOPMENT COMMISSION
Committee Room - Hartley Dodge Memorial Building
Date: March 18, 2021 Time: 7:15 pm – **Via Zoom**

MEETING AGENDA

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

R. Conley	M. Tomaszewski	D. Starker	At Large Member TBD
D. Coen	T. Honohan	E. Range	Corporate Rep. TBD
J. Hollenbach	P. Flemming	R. Rocco	M. Pellessier
P. Teshima	S. Tindall	R. Stern	L. Ellis
S. Whitehorn	J. Morris	M. Fabyanski	

- 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 2021. Copies of said notice were made available to members of the general public.
- 5) **APPROVAL OF FEBRUARY 28, 2021 MINUTES**
- 6) **CHAIRMAN/EXECUTIVE BOARD REPORT**
- 7) **TREASURER’S REPORT**
- 8) **MAYOR’S REPORT**
- 9) **COUNCIL LIAISON REPORT**
- 10) **PLANNING BOARD REPORT**
- 11) **FOUNDATION REPORT**
- 12) **MADISON AREA CHAMBER OF COMMERCE REPORT**
- 13) **DIRECTOR OF BUSINESS DEVELOPMENT REPORT:** Here are the websites for two organizations to which the Borough belongs. They offer a lot of different resources that I thought you may find of interest:
 - a) **Downtown New Jersey:** <https://www.downtownnj.com/>
 - i) **2021 NJ Downtown Conference - Report**
 - b) **Main Street America:** <https://www.mainstreet.org/home>
 - c) **Downtown Redevelopment Pipeline:**
 - i) **For your information, all meeting information can be found through these links:**
 - (1) **Zoning Board of Adjustment:** <https://www.rosenet.org/505/Zoning-Board-of-Adjustment>
 - (2) **Planning Board:** <https://www.rosenet.org/457/Planning-Board>
 - d) **New Business Report:**

- i) [Commercial Property Worksheet](#)
- ii) **Urbanomics Housing Trends and Future Demand:**
https://1drv.ms/b/s!AnwS_DqnT6nMjgQV8VjiXAfbOQWK?e=yfxREN

14) STANDING COMMITTEES:

- a) **Sign & Façade:** (2021 Membership: Eric Range, Tom Honohan, Suzy Whitehorn, Peter Flemming, Jim Hollenbach, Barry Kroll, Karen Giambra)
 - i) There were four applications reviewed and referred to the Borough Zoning Officer since the February DDC meeting.
 - (1) Krust Kitchen, 7 Cross Street
 - (2) Cambridge Street, 7 Waverly Place
 - (3) The Sunroom LLC, 21 Kings Road
 - (4) Axia Women’s Health, 340 Main Street
- b) **PIC (Public Improvement):** (2021 Membership: John Morris, Russell Stern, Suzy Whitehorn, Melanie Tomaszewski, Peter Flemming)
 - i) **2020 Potential Goals/Projects:**
 - **METC Park Design**
 - **Adopt A Space Program**
 - ii) **Action Items: TBD**
 - iii) **Next Meeting – Tuesday, March 23 at 5:00 pm via Zoom**
- c) **Marketing and Economic Development:** (2021 Membership: Eric Range, Deb Coen, John Morris, Russell Stern, Peter Teshima, Suzy Whitehorn, Jim Hollenbach, Bob Rocco, Melanie Tomaszewski, Deb Starker, Karen Giambra)
 - i) **2020 Potential Goals/Projects:**
 - **Gateway & Wayfinding Signage**
 - **Creation of Marketing Materials**
 - ii) **Action Items:**
 - **Borough Of Madison Request For Proposals – Gateway And Wayfinding Signage System Evaluation Report:**
<https://www.rosenet.org/DocumentCenter/View/11249/Evaluation-Report---RFP-Gateway-and-Wayfinding-Signage>
 - iii) **Next Meeting – TBD**
- d) **Arts & Events:** (2021 Membership: Stephen Tindall, Deb Coen, John Morris, Peter Teshima Tom Honohan, Suzy Whitehorn, Bob Rocco, Melanie Tomaszewski, Deb Starker, John Pietrowski, Jerry Vezza, Karen Giambra, Eric Hafen)
 - i) **2020 Potential Goals/Projects:**
 - **Sidewalk Art Gallery analysis and reinvention**
 - **Support of Madison Community Arts Center programming and fundraising**
 - **Explore public art projects**
 - ii) **Updates from Eric Hafen:**
 - iii) **Meeting Notes:** The Arts & Events Committee met on Wednesday, March 3 at 5:00 pm via Zoom. In addition to updates on programming from Eric Hafen, the committee discussed making a Public Arts Plan a primary focus this year. Lisa Ellis provided resources and requested that the materials be reviewed and that a meeting is scheduled within a month to review and being work on the process. There was discussion about reviving the Downtown Art Banner Project as a piece of the Public Art Plan. Deb Starker shared that the METC will be holding an art show this year with the theme of “hope”.
 - iv) **Next Meeting – TBD**

15) AD HOC COMMITTEE AND PROJECT UPDATES: There are no planned reports for these items at this

meeting except for those highlighted.

a) Taste of Madison

i) Event Update

b) May Day (May 1, 2021)

i) Event Update

c) **Farmers Market** (Thursdays, May 20– November 18, 2021)

d) **Bottle Hill Day** (Saturday, October 2, 2021)

e) **Downtown Concert Series w/METC** (2021 Dates: June 25, July 9 and 23, August 6 and 20, September 3)

16) OLD BUSINESS

17) NEW BUSINESS

18) INVITATION FOR DISCUSSION FROM THE PUBLIC

19) ADJOURNMENT

NEXT MEETING: Thursday, April 15 at 7:15pm, via Zoom