



DOWNTOWN DEVELOPMENT COMMISSION
Committee Room - Hartley Dodge Memorial Building
 Date: July 15, 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 MAY 20, 2021 MINUTES** (*The meeting scheduled for June 17, 2021 was cancelled*)
- 6) **CHAIRMAN/EXECUTIVE BOARD REPORT**
 - a) **Downtown Madison Tour/ Lunch during Orientation** (*See Proposal sent with Agenda*)
- 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/>
 - 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](#)
- e) **Misc.**
 - i) **Downtown Bench Replacement**
 - ii) **Cook Avenue Parking Lot Reconstruction**
 - iii) **Waverly Place Reconstruction**

14) STANDING COMMITTEES:

- a) **Sign & Façade:** (2021 Membership: Eric Range, Tom Honohan, Suzy Whitehorn, Peter Flemming, John Morris, Jim Hollenbach, Barry Kroll, Karen Giambra)
 - i) There were two applications reviewed and referred to the Borough Zoning Officer since the May DDC meeting.
 - (1) Bank of America, 117 Main Street
 - (2) Allegra Financial, 78-80 Main Street
 - (3) Coldwell Banker, 49 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) **Meeting Notes:**
 - iv) **Next Meeting – TBD**
- 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:**
 - **Gateway And Wayfinding Signage System Evaluation Project**
 - (a) Kick-off meeting was held May 10 at 5:00 pm via Zoom. Stakeholder meetings were held on June 15. Currently a survey is in progress. The survey was sent to the stakeholder groups, via direct email (600+ addresses) and was circulated on social media. It will remain live until July 20. An in-person tour with Merje, the vendor hired for the project will be scheduled shortly.
 - 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:**
 - A vendor has been identified for the lighting grid installation. The next steps are proceeding.
 - There is a Red Cross Blood drive at the Arts Center on Tuesday, July 13 from 1pm to 7pm.
 - The Baroque Orchestra of NJ in conjunction with Keys 2 Success of Newark will present a concert on Sunday, July 18t on the outdoor stage.
 - Fall performance schedule will include four (4) series of entertainment: Intimate Artist

Series, Monday Jazz Showcase, New Plays Series, and Stand-Up Madison. The season will begin on September 20, 2021. More information to follow.

iii) **Meeting Notes:** The Arts & Events Committee met on Wednesday, May 12 at 5:00 pm via Zoom. In addition to updates on programming from Eric Hafen, the committee further discussed making a Public Arts Plan the primary focus this year. More related materials were shared; a draft template of the plan should be completed before the end of the summer.

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)

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

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

i) Event Update

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

16) OLD BUSINESS

17) INVITATION FOR DISCUSSION FROM THE PUBLIC

18) ADJOURNMENT

NEXT MEETING: Thursday, August 19 at 7:15pm, via Zoom



DOWNTOWN DEVELOPMENT COMMISSION
Committee Room - Hartley Dodge Memorial Building
Date: May 20, 2021 Time: 7:15 pm – **Via Zoom**

MEETING MINUTES

- 1) **CALL TO ORDER:** This meeting was called to order by Chair Suzy Whitehorn at 7:17 pm.
- 2) **PLEDGE OF ALLEGIANCE**
- 3) **ROLL CALL**

MEMBERS PRESENT: R. Conley, P. Teshima, S. Whitehorn, T. Honohan, P. Flemming, S. Tindall, D. Starker, E. Range, R. Stern, Michael Pellessier

MEMBERS ABSENT: D. Coen, J. Hollenbach, M. Tomaszewski, J. Morris, R. Rocco, M. Fabyanski,

ALSO PRESENT: Lisa Ellis, Director of Business Development Events

MEMBERS OF THE PUBLIC: None present
- 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 APRIL 15, 2021 MINUTES**

Motion to approve April 15, 2021 Regular Meeting Minutes as presented
Moved by: E. Range and Seconded by: T. Honohan
Voice Vote: Unanimous
- 6) **CHAIRMAN/EXECUTIVE BOARD REPORT**
 - a) **Launching “Downtown Development Commission Idea Exchange”:** A Google Jam Board has been created and the link shared. The concept is for everyone to add ideas, photos and thoughts regarding downtown, commercial core streetscape, art, etc.
- 7) **TREASURER REPORT:** Tom Honohan gave a brief overview of the monthly financials.
- 8) **MAYOR REPORT:** Mayor Conley spoke about the need to lobby for the ABC to allow the expansion of premises it has during the pandemic to a post-pandemic world.
- 9) **COUNCIL LIAISON REPORT:** There was no report.
- 10) **PLANNING BOARD REPORT:** There was no report.
- 11) **FOUNDATION REPORT:** There was no report.
- 12) **MADISON AREA CHAMBER OF COMMERCE REPORT:** There was no 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/>
 - 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](#)
- e) **Misc.**
 - i) **Downtown Bench Replacement:** The order has been placed and there is a twelve-week lead-time on the delivery of the benches.
 - ii) **Cook Avenue Parking Lot Reconstruction:** This project has been delayed due to a lack of cooperation from the associated cable companies. A meeting will be scheduled shortly to discuss ways to move the project forward.
 - iii) **Waverly Place Reconstruction:** The next step will be to bring a landscape architect onboard to bring a vision to the concept plan. Peter Teshima suggested that we may want to consider bringing Merje's project landscape architect on as a way to bring continuity.
 - iv) **Hidden Figure Banners, May 31 through June 21:**
https://1drv.ms/u/s!AnwS_DqnT6nMjj4q7uVhcTQL6sqT?e=cpAIE

14) STANDING COMMITTEES:

- d) **Sign & Façade:** (2021 Membership: Eric Range, Tom Honohan, Suzy Whitehorn, Peter Flemming, Jim Hollenbach, Barry Kroll, Karen Giambra)
 - i) There were two applications reviewed and referred to the Borough Zoning Officer since the April DDC meeting.
 - (1) Well Bred Pet Products, LLC, 235 Main Street
 - (2) Delikositas, 42 Main Street
- e) **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) **Meeting Notes:**
 - iv) **Next Meeting – TBD**
- f) **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:**
 - **Gateway And Wayfinding Signage System Evaluation Project**
 - (a) Kick-off meeting was held May 10 at 5:00 pm via Zoom. The next step will be to schedule stakeholder meetings and an in-person tour with Merje, the vendor hired for the project.
 - iii) **Next Meeting – TBD**
- e) **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:**
- Eric Goletz, jazz musician, will once again rent several days at the center in preparation for his upcoming album.
 - Work of Heart Productions will present several performances in July and August.
 - Two piano recitals are planned for June of 2021.
 - Red Cross blood drive will take place on Thursday, April 15 July 13.
 - The arts center will host the Hidden Figures exhibition on the weekend of June 4th and 5th. Friday evening will be recorded performances as well as a reception dinner. Current plan is to have the artwork on display at the center through the month of June.
 - Spring Ahead Into the Arts series continues. May 14- ARTS by the People; Across the Platform (spoken word/poetry readings), May 21- Rosewood, May 28- Morris Plains Community Band
 - Anne Fattal's Footnotes Dance Studio will present their annual recital at the center to be recorded for broadcast.
- iii) **Meeting Notes:** The Arts & Events Committee met on Wednesday, May 12 at 5:00 pm via Zoom. In addition to updates on programming from Eric Hafen, the committee further discussed making a Public Arts Plan the primary focus this year. More related materials were shared; a draft template of the plan should be completed before the end of the summer.
- v) **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.

f) Taste of Madison

- ii) **Event Update:** The Taste tickets will be on sale shortly. The concept is more of a restaurant "crawl" with a passport that will be stamped. There will be a 50/50 raffle and a merchandise raffle. The drawings will be held on June 17 at the Madison Farmers Market.

g) May Day (May 1, 2021)

- i) **Event Recap:** The event was a success. Fundraising was better than in 2020 and more of the typical May Day highlights returned though not fully to pre-pandemic levels. The Art Contest was successful and T-shirts were purchased for the volunteers.

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

- i) **New Vendor Request:** A CBD vendor was seeking to become a vendor at the market but the commission felt that it did not have enough information to make a decision on this issue.

i) Bottle Hill Day (Saturday, October 2, 2021)

- i) **Event Update:** Planning is underway and stages and sounds have already been secured for the event.

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

16) OLD BUSINESS: There was none discussed.

17) INVITATION FOR DISCUSSION FROM THE PUBLIC: There was no one present.

18) ADJOURNMENT

Motion to adjourn at 7:51 pm.

Moved by: E. Range and Seconded by: B. Conley

Voice Vote: Unanimous

NEXT MEETING: Thursday, June 17 at 7:15pm, via Zoom