



DOWNTOWN DEVELOPMENT COMMISSION
Committee Room - Hartley Dodge Memorial Building
 Date: January 21, 2021 Time: 7:15 pm – **Via Zoom**

MEETING AGENDA

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

R. Conley	M. Tomaszewski	E. Range	M. Pellessier
D. Coen	T. Honohan	R. Rocco	L. Ellis
B. Cramer	P. Flemming	R. Stern	
J. Hollenbach	J. Regan	M. Fabyanski	
P. Teshima	J. Morris	C. Brady	
S. Whitehorn	D. Starker	Corporate Rep. TBD	

1) **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) **Melanie Tomaszewski, Owner/Merchant/Landlord**
(Three year term through December 31, 2023)
 - b) **Peter Flemming, Sr., Planning Board Representative**
(Three year term through December 31, 2023)
 - c) **Thomas Honohan, Senior Citizen Advisory Committee Representative**
(Three year term through December 31, 2023)
 - d) **Deborah Farrar Starker, Arts Representative**
(Three year term through December 31, 2023)
 - e) **Peter Teshima, At Large Member**
(Three year term through December 31, 2023)

2) **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) There were no nominations submitted at the December meeting:
 - Nomination for Chairperson: _____
 - Nomination for Vice Chairperson: _____
 - Nomination for Treasurer: _____
 - Nomination for Secretary: _____
 - Nominations for Member-at-Large: _____
- 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 17, 2020 MINUTES**
- 3) CHAIRMAN/EXECUTIVE BOARD REPORT**
 - a) **Review and Approve 2021 Meeting Schedule**
 - b) **Appointment/Election of Madison Main Street Foundation (MMSF) representatives**
 - Nominations:
 - Representative 1: _____
 - Representative 2: _____
 - Representative 3: _____
- 4) TREASURER'S REPORT**
- 5) MAYOR'S REPORT**
- 6) COUNCIL LIAISON REPORT**
- 7) PLANNING BOARD REPORT**
 - a) **Madison Master Plan 2020: <https://publicinput.com/MadisonMP>**
- 8) FOUNDATION REPORT**
- 9) MADISON AREA CHAMBER OF COMMERCE REPORT**

10) 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) **For your information:**

BOROUGH OF MADISON ZONING BOARD OF ADJUSTMENT Special Virtual Meeting, January 28, 2021 at 7:30 P.M, Meeting information can be found here

<https://www.rosenet.org/Calendar.aspx?EID=4716&month=1&year=2021&day=18&calType=0>

CASE NO. Z 20-018 Madison Movie Development, LLC Block: 2702, Lot: 24 14 Lincoln Place
Applicant is seeking Preliminary and Final Site Plan Approval, for Construct of a Multi-Story Mixed-Use Building requiring Use Variance and Bulk Variance Approval on property located at 14 Lincoln Place, Block: 2702, Lot: 24 in the Central Business District Zone 1 (CBD-1).

Agenda: <https://www.rosenet.org/AgendaCenter/ViewFile/Agenda/01282021-1353>

11) STANDING COMMITTEES:

- a) **2021 Membership**
- b) **Sign & Façade:** (2020 Membership: Suzy Whitehorn, Eric Range, Peter Flemming, Tom Honohan, Karen Giambra)
 - i) There was one applications reviewed and referred to the Borough Zoning Officer since the October DDC meeting.
 - (1) Professional Physical Therapy, 20 Cook Plaza
- c) **PIC (Public Improvement):** (2020 Membership: Suzy Whitehorn, Chair; Russell Stern, Bob Rocco, Peter Flemming, Brad Cramer, John Morris, John Hoover)
 - i) **2021 Membership**
 - ii) **Potential Goals/Projects:**
 - **METC Park Design**
 - **Adopt A Space Program**
 - iii) **Action Items:**
 - The Committee is working on developing a proposal for formalizing the Adopt-a Space program in coordination with the Parks Advisory Committee.
 - Set-up a meeting with Square Acre Studio to begin process for concept design work for the METC Park.
 - **Meeting Notes:** The committee met on December 1 at 5:00 pm. Tom Salaki of Square Acre Studio attended the meeting. Tom presented a concept design for the park and there was substantive discussion and feedback given which will help him continue to refine the design options.
 - (a) Highlights of the discussion included the emphasis on the following points:
 1. Embracing the shadiness of the site
 2. Engage the existing slope in some way.
 3. Focus on beautiful but low maintenance plantings
 4. Create a multifunctional space
 5. Create a central allay featuring small, intimate nooks for art installations and gathering
 - (b) The proposed Adopt-A-Space program was further tweaked and will be shared with the Parks Advisory Committee once finalized.

- iv) **Next Meeting – TBD**
- d) **Marketing and Economic Development:** (2020 Membership: Suzy Whitehorn, Eric Range, Bob Conley, Russell Stern, Deb Starker, Carla Brady, Melanie Tomaszewski, Jim Hollenbach, John Morris, Michael Pellessier, Karen Giambra)
 - i) **2021 Membership**
 - ii) **Potential Goals/Projects:**
 - **Gateway & Wayfinding Signage**
 - **Creation of Marketing Materials**
 - iii) **Action Items:**
 - The preferred flag design was adopted by the Borough Council at their meeting on December 14 (resolution included with liquor reform resolution in Mayor’s report): https://1drv.ms/b/s!AnwS_DqnT6nMjRDs6gfm7QYNd9eR?e=fxhhB3
 - The RFP for Gateway & Wayfinding Signage has been released by the Borough: <https://www.rosenet.org/DocumentCenter/View/10062/RFP-NOTICE>
 - **Meeting Notes:** The committee met briefly immediately after the DDC meeting on November 19. There was a brief discussion regarding the process for the evaluation of the RFP responses. The committee will expand to include more Borough representation for the review process and meeting will be scheduled as soon as feasible.
 - iv) **Next Meeting – TBD**
- e) **Arts & Events:** (2020 Membership: Suzy Whitehorn, Deb Starker, Melanie Tomaszewski, Carla Brady, Bob Rocco, John Regan, Tom Honohan, John Morris, John Pietrowski, Jerry Vezza, Karen Giambra, Michael Pellessier, Eric Hafen)
 - i) **2021 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) **Updates from Eric Hafen:**
 - A second drive-in concert, “A Very Madison Christmas,” was held on Sunday, December 20 at the MRC. The concert featured Broadway performers and the students from the Sellwood Studios of Madison. The concert sold out in three days. The concert was funded by a grant from the Smart Family Foundation.
 - The Virtual Holiday Arts Festival was both a “crowd-pleaser” and artistic success. Through the collaboration of the film department of FDU and the sponsorship of Adams Dental, the 60-minute performance featured many artists that normally would have appeared at the Holiday Arts Festival in the past. The full concert can be seen on the MACA website, www.madisonartsnj.org.
 - The installation of the lighting grid at the arts center is continuing to be mobilized with installation expected in early 2021.
 - Two new grants were awarded to MACA just before the holidays. The first was \$1,340 from Morris Arts for a virtual concert to be recorded at the arts center featuring the diverse musicians of Madison. The second was \$12,000 received from the F.M. Kirby Foundation to support the purchase of the lighting control board for the arts center. Several other grant applications have been submitted and are pending.
 - iv) **Next Meeting –TBD**

12) 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** (March 22, 2021)
- b) **May Day** (May 1, 2021)
- c) **Farmers Market** (Thursdays, June 11– November 19, 2021
 - i) 2020 season overview and potential changes for 2021
- d) **Bottle Hill Day** (Saturday, October 2, 2021)
- e) **Downtown Concert Series w/METC** (2021 Dates TBD)

13) OLD BUSINESS

14) NEW BUSINESS

15) INVITATION FOR DISCUSSION FROM THE PUBLIC

16) ADJOURNMENT

NEXT MEETING: Thursday, February 18 at 7:15pm, via Zoom