



DOWNTOWN DEVELOPMENT COMMISSION
Committee Room - Hartley Dodge Memorial Building

Date: April 15, 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, D. Coen, J. Hollenbach, P. Teshima, S. Whitehorn, M. Tomaszewski, T. Honohan, P. Flemming, S. Tindall, J. Morris, D. Starker, E. Range, R. Stern, M. Fabyanski, Michael Pellessier

MEMBERS ABSENT: R. Rocco

ALSO PRESENT: Lisa Ellis, Director of Business Development; Eric Hafen, Director of Arts and Events; MMSF Trustee Paul Daly

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: P. Flemming

Voice Vote: Unanimous

6) **CHAIRMAN/EXECUTIVE BOARD REPORT**

a) **New Agenda Item, Replacing New Business – “Idea Exchange”:** This new concept was discussed. A Google Jamboard would be created to serve as a repository for new ideas and photos of streetscapes, art installations, etc. Steve Tindall raised a concern regarding the Open Public Meetings Act. The attorney will be consulted in this regard.

7) **TREASURER REPORT:** Tom Honohan gave a monthly update on finances. May Day deposits have been made. Still working out some details on monthly reporting.

8) **MAYOR REPORT:** Mayor Conley noted the Borough Council’s investment in replacement and additional benches for downtown. He also spoke of the coming funding from the American Rescue Plan. As Madison has a population of under 50,000, the federal monies will be sent to the state for distribution to the individual municipalities. Further details have not yet been released. He also noted that he has requested that the use of the commuter parking lots be re-evaluated this summer.

9) **COUNCIL LIAISON REPORT:** Council Member Deb Coen reinforce the Mayor’s comments about the replacement benches. The new benches will be virtually maintenance free, which will be a big help to DPW.

10) **PLANNING BOARD REPORT:** Peter Flemming reported that so far this year the Planning Board has

been primarily focused on administrative work related to Affordable Housing. He noted that the planned project construct a mosque at 120 Madison Avenue was discussed at the TCC (Technical Coordinating Committee) meeting on April 13. Paul Daly suggested that sidewalks on Madison Avenue on the south side be added from Loantaka Place eastward. This development would present an opportunity to initiate this concept.

11) FOUNDATION REPORT: There was no report.

12) MADISON AREA CHAMBER OF COMMERCE REPORT: Chamber President John Morris reported on a successful Easter Fun fest and welcomed DDC Chair Suzy Whitehorn to the Chamber Executive Board. He mentioned upcoming board elections and that the annual awards dinner would be held in early June at Shanghai Jazz. He noted that Gary Ruckelshaus would be inducted into the Chamber Hall of Fame.

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>

i) **Virtual Conference, April 12-15**

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:** It was noted that the new Well Bred Pet Store would be replacing PetValu at the QuickChek Plaza. There is no update regarding when the construction at Burger King will be completed.

i) [Commercial Property Worksheet](#)

e) **Misc.**

i) **Downtown Bench Replacement**

ii) **Cook Avenue Parking Lot Plan, (please review prior to the meeting):**

https://1drv.ms/u/s!AnwS_DqnT6nMjh6B0y6p5aykSQik?e=Ir5aNL

(1) The reconstruction of this parking lot has been delayed by communication challenges with the outside utility companies involved. The following points will be sent to the engineer who has designed the plan:

(2) There is concern about what the actual transitions will look like between the private parking lots adjacent to this lot on the east and west ends. It is unclear on the plan as of now.

(3) There does not appear to be any dedicated bicycle parking in the plan and it should be added.

(4) The plan needs to reflect the relocation of the current EV charging stations.

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 three applications reviewed and referred to the Borough Zoning Officer since the March DDC meeting.

(1) L'Allegria, 11 Prospect Street

(2) Sola Salons, 306 Main Street

(3) Waseem Petroleum Group, 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:** The committee met on March 23 at 5:00 pm via Zoom. Tom Salaki of Square Acre presented a new concept drawing for the METC Park and the committee offered feedback on the proposed design. The next meeting will be scheduled shortly. The Parks Advisory Committee will be providing feedback on the draft Adopt-A-Space Program outline shortly.
- 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) Contract has been completed and meetings with the chosen vendor, Merge will begin before the end of this month
 - 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:**
 - Provident Bank stepped up to sponsor the Spring Ahead into the Arts series which began Friday April 9th with “Madison Stars of the Future,” featuring MHS musical theatre students and MHS junior, Nick Amling on guitar.
 - Construction engineer, John McManus, has visited the arts center to access the installation of the lighting grid.
 - 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 and on 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.
 - iii) **Meeting Notes:** The Arts & Events Committee met on Wednesday, April 7 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. MACA will add a discussion of this project to its upcoming board meeting. The committee also discussed the framework for the DDC’s requested review process for the Director of Arts & Events goals and objectives. A meeting will be scheduled for the first week of May to review this.
 - 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; Michael Pellessier reported that the hybrid Taste would be pushed off until Jun.

b) May Day (May 1, 2021)

i) Event Update: Volunteers are still needed, Vice Chair Eric Range stressed the need for help from the commissioners at the event on Saturday.

ii) Art Contest Winner Selection: the contest winner is Kate Saraceni is a Kindergartner at Central Avenue School.

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

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

i) Event Update: After substantive discussion, it was decided that the DDC would go ahead with Bottle Hill Day this year. Different formatting scenarios were discussed but will be dependent on restrictions from the state regarding the pandemic.

e) 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.

ADJOURNMENT

Motion to adjourn at 8:22 pm.

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

Voice Vote: Unanimous

NEXT MEETING: Thursday, May 20 at 7:15pm, via Zoom