

REGULAR MEETING MINUTES - January 23, 2012

In accordance with Chapter 231, Public Law, 1975, *Open Public Meeting Act*, notice of time, date and place for this meeting was sent to the Record Breeze and the Courier Post, and is posted in the Municipal Building.

Called to order by Chairperson Roxanne Passarella @ 7:30PM.

Salute to the flag.

Roll Call:

Roxanne Passarella (Chair.) - present
Kathleen Shively (Vice-Chair.) - present
Rhonda Midili (Sec.) - present
Brad Etheridge - absent
Richard Jacoby - present
Mayor Maryann Merlino - present
Deputy Mayor Charles Hamilton – present
James Foley (Alternate) - absent

Also in attendance:

Debra L. Shaw-Blemings (Township Deputy Clerk)
Tim George (Sr. Consultant BBP Associates)

Minutes:

November 28, 2011

A motion was made by Roxanne Passarella, 2nd by Kathleen Shively, to approve the minutes of November 28, 2011 meeting as submitted, all members were in favor, motion carried.

January 09, 2012

A motion was made by Richard Jacoby, 2nd by Maryann Merlino, to approve the minutes of January 09, 2012 meeting as submitted, all members were in favor, motion carried.

Old Business:

Tim George of BBP Associates presented a marketing strategy for the Haines Boulevard Redevelopment. He stated the main challenge is to get all the land owners to agree on reasonable pricing, perhaps bundle the lots at per square foot pricing as this is more appealing to developers. Owners need to keep in mind that strong arming developers on pricing would be a detriment to the entire project. Also, once drawings and renderings have been prepared developers have been known to build around holdouts if needed. Premium sites are the locations on the White Horse Pike and Route 73. As a courtesy, Tim offered to prepare a packet to present to the land owners instructing them on the tactic of joining together for the common good of the redevelopment area.

According to Tim, the current economic down turn does not render this a great time for closing in on developers, however, it allows the Township some time to complete the marketing documentation. When the economy makes recovery and lending restrictions are lifted the project can be shovel ready with a professional package to present to all interested developers.

He also recommended appointing a member of the committee to act as the liaison to work with both owners and developers. Contract a single unbiased commercial sales broker to represent all owners. Keep in mind that once you get an interested anchor, the support businesses will follow.

Some ideas for anchors were:

- 1) Satellite facility for College, Technical School, Hospital, etc.
- 2) Reach out to Casino Authority and Hotel trade organization for possible Hospitality Training Facility
- 3) Investigate the possibility of the NJ Transit underground pedestrian tunnel being reopened.
- 4) Meet with the NJEDA to see if assistance is available
- 5) Check with Hotel trade organization

Tim also suggested the committee review the sample brochure book he prepared to choose a Special Purpose Brochure which we can have printed as a marketing aide. He presented a binder with samples to Ms. Passarella for the committee to review and aid their choice of brochure.

Ms. Merlino stated that she had a contact at Rowan University that could possibly have a graphic arts student or intern design and print such a brochure and perhaps design a website at minimal cost.

Ms. Midili inquired on funding availability for production of the brochure and suggested we supply the research data needed to help decrease cost.

It was agreed that Tim would contact Ms. Passarella to coordinate the follow-up webinar.

Ms. Shively departed the meeting @ 8:40pm.

New Business: (None submitted)

Communication: (None submitted)

Open to the Public: (None submitted)

Committee comments and questions:

Ms. Merlino stated she had been contacted by a PA developer interested in considering a project for the area. Also, she had an inquiry on a Quik-Check convenience store franchise in Waterford Township.

Adjournment:

A motion was made by Charles Hamilton, 2nd by Richard Jacoby, to adjourn the meeting at 9:40pm, all members were in favor, motion carried.

Respectfully submitted by,

Debra L. Shaw-Blemings, Deputy Clerk