



DOWNTOWN DEVELOPMENT COMMISSION
Committee Room - Hartley Dodge Memorial Building
 Date: June 18, 2020 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	
J. Hoover		T. Honohan		R. Rocco		L. Ellis	
B. Cramer		P. Flemming		R. Stern			
J. Hollenbach		J. Regan		M. Fabyanski			
R. Landrigan		J. Morris		C. Brady			
S. Whitehorn		D. Starker		G. Herzog			

- 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 2020. Copies of said notice were made available to members of the general public.
- 5) **APPROVAL OF MAY 21, 2020 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**
 - a) Madison, NJ Small Business Recovery Grant Program
- 12) **MADISON AREA CHAMBER OF COMMERCE REPORT**
- 13) **DIRECTOR OF BUSINESS DEVELOPMENT REPORT**
 - a) Council Presentations
 - i) **“May Day & Farmers Market – Update” – May 27**
https://1drv.ms/p/s!AnwS_DqnT6nMikPWHG0gN9zi3nR4?e=1hk7gZ
 - ii) **“Outdoor Dining Strategies” – June 8**
https://1drv.ms/p/s!AnwS_DqnT6nMikG75y1IXi00Ow1u?e=3UihTh
- 14) **STANDING COMMITTEES:**
 - a) **Sign & Façade:** (2020 Membership: Suzy Whitehorn, Eric Range, Peter Flemming, Tom Honohan, Karen Giambra)
 - i) There has been one application reviewed and referred to the Borough Zoning Officer since the February DDC meeting.

(1) Revolution Shave, 81 Main Street

- b) **PIC (Public Improvement):** (2020 Membership: Suzy Whitehorn, Chair; Russell Stern, Bob Rocco, Peter Flemming, Brad Cramer, John Morris, John Hoover)
- i) **PIC met via Zoom on Tuesday, June 16 at 8:00 am**
- ii) **Action Items:**
- Follow up with three landscape architecture firms regarding request for proposal sent for METC Park.
 - Speak with Parks Advisory Committee Chair Tom Salaki regarding process for moving ahead jointly with a formalized Adopt A Space program.
 - Committee members to identify possible locations for this program.
- iii) **Next Meeting – Thursday, July 9 at 10:00 am**
- iv) **Potential Goals/Projects:**
- **METC Park Design**
 - **Adopt A Space Program**
- a) **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) **Marketing and Economic Development met via Zoom on Wednesday, June 3 at 7:00 pm**
- ii) **Action Items:**
- **Finalize RFP for Gateway & Wayfinding Signage**
 - Formalize plan for new DDC logo and tagline, to work with new Borough branding
 - Move forward with new marketing project developed by Carla, Eric and Jim H. to be focused on post Covid-19 reopening and recovery. The program will be titled Madison NJ Strong and will be managed by a small subcommittee.
- iii) **Next Meeting – July 1 at 7:00 pm**
- iv) **Potential Goals/Projects:**
- **Gateway & Wayfinding Signage**
 - **Creation of Marketing Materials**
- b) **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) **Arts & Events met via Zoom on Wednesday, June 10 at 11:00 am**
- ii) **Action Items:**
- Decisions need to be reached at the DDC meeting on upcoming events
- iii) **Next Meeting – September 30 at 11:00 am**
- iv) **Potential Goals/Projects:**
- **Sidewalk Art Gallery analysis and reinvention**
 - **Support of Madison Community Arts Center programming and fundraising**
 - **Explore public art projects**
- 15) AD HOC COMMITTEE AND PROJECT UPDATES:**
- a) **Taste of Madison** (Monday, March 23, 2020): Update
- b) **May Day** (May 2, 2020): Update
- c) **Farmers Market** (Thursdays, June 11– November 19, 2020): Update
- d) **Bottle Hill Day** (Saturday, October 3, 2020):

- i) **Discussion and final decision on how to proceed**
- e) **Downtown Concert Series w/METC** (June 22, July 13 and 27, August 10 and 24, September 7, 2020)
 - i) **Discussion and final decision on how to proceed**

16) OLD BUSINESS

17) NEW BUSINESS

18) INVITATION FOR DISCUSSION FROM THE PUBLIC

19) ADJOURNMENT

NEXT MEETING: Thursday, July 16 at 7:15pm, format and location TBD