



**DOWNTOWN DEVELOPMENT COMMISSION**  
**Committee Room - Hartley Dodge Memorial Building**  
 Date: July 16, 2020 Time: 7:15 pm – **Via Zoom**

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**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 JUNE 18, 2020 MINUTES**
- 6) **CHAIRMAN/EXECUTIVE BOARD REPORT:**
  - a) **2020 BUDGET REVIEW**
- 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**
- 14) **STANDING COMMITTEES:**
  - a) **Sign & Façade:** (2020 Membership: Suzy Whitehorn, Eric Range, Peter Flemming, Tom Honohan, Karen Giambra)
    - i) There were two applications reviewed and referred to the Borough Zoning Officer since the June DDC meeting.
      - (1) Hat Shop Madison, 16 Main Street
      - (2) BTS Blow Dry Bar, 65 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: Rescheduled to Tuesday, July 21, Time TBD**

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, July 1 at 4:30 pm**

- ii) **Action Items:**
  - Review potential Madison Flag Designs. Three possible design concepts have been selected and will be refined for review at the next meeting.
  - Formalize plan for new DDC logo and tagline, to work with new Borough branding. A proposal was requested from the original designer of the new Madison branding, Kris Pfeifer. The Committee will review the proposal at their next meeting.
- iii) **Next Meeting – August 5 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) **Next Meeting – September 30 at 11:00 am**

- ii) **Potential Goals/Projects:**
  - **Sidewalk Art Gallery analysis and reinvention**
  - **Support of Madison Community Arts Center programming and fundraising**
  - **Explore public art projects**

iii) **New proposal from Eric Hafen – Sponsorship for Drive-In Concerts (document sent with agenda)**

**15) AD HOC COMMITTEE AND PROJECT UPDATES: There are no planned reports for these items at this meeting.**

- a) **Taste of Madison** (2021 Date, TBD)
- b) **May Day** (May 1, 2021)
- c) **Farmers Market** (Thursdays, June 11– November 19, 2020)
- d) **Bottle Hill Day** (Saturday, October 2, 2021)
- e) **Downtown Concert Series w/METC**
  - July 17: Mama D & the Vexations
  - July 24: Zaire Band
  - August 7: Jumping the Gun

August 21: Orquesta Los Nueve del Sabor

August 28: House of Hamill

September 4: What's What

**16) OLD BUSINESS**

**17) NEW BUSINESS**

- a) **Garden Club of Madison Request for \$500.00 to support purchase of mums for businesses. Planned letter to merchants.**

*Dear Madison Merchants,*

*As in years past, the Garden Club of Madison will be purchasing mums to beautify downtown. In the past, the merchants have purchased yellow mums from us to place in front of their shops. This year, we are aware that many of you have taken big hits to your businesses as a result of the pandemic. Therefore, the GCM has decided to donate one mum to each merchant who purchased a mum last year. If we have extras, we will distribute them to other businesses that have a storefront downtown.*

*Our mums will be the same 12" yellow Chrysanthemums we have offered in the past. They will be delivered to your business on Friday, Sept 25 by our garden club members. Please remember to water them regularly!*

*If you would like to purchase additional mums, you still have the opportunity to do that here. Your purchase of additional mums will help fund this program, as well as other town beautification projects supported by the Garden Club. The price remains the same as last year, at \$22 per mum. In order to protect you and our members, we will not be making sales calls to your businesses this year, so please make your order for additional mums through our website by September 1. If you prefer to pay by check, please send an email to: [kate.ransom@yahoo.com](mailto:kate.ransom@yahoo.com) and I will send instructions on pay-by-check.*

**18) INVITATION FOR DISCUSSION FROM THE PUBLIC**

**19) ADJOURNMENT**

**NEXT MEETING: Thursday, August 20 at 7:15pm, format and location TBD**