



DOWNTOWN DEVELOPMENT COMMISSION
Committee Room - Hartley Dodge Memorial Building
 Date: September 17, 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 JULY 17, 2020 MINUTES**
- 6) **CHAIRMAN/EXECUTIVE BOARD REPORT**
- 7) **TREASURER REPORT**
- 8) **MAYOR 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 was one application reviewed and referred to the Borough Zoning Officer since the July DDC meeting.
 - (1) Biladi Grill, 77 Main Street
 - b) **PIC (Public Improvement):** (2020 Membership: Suzy Whitehorn, Chair; Russell Stern, Bob Rocco, Peter Flemming, Brad Cramer, John Morris, John Hoover)
 - i) **Potential Goals/Projects:**
 - **METC Park Design**
 - **Adopt A Space Program**

ii) **PIC met via Zoom on Tuesday, September 15 at 12:00 pm**

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.
- **DDC final review of proposal from Square Acre Studio for METC Park design, tentatively included in the budget at the July 16 meeting:**
https://1drv.ms/b/s!AnwS_DqnT6nMikhm2hwSqHMDtRmL?e=bEd7DJ

iv) **Next Meeting – TBD**

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) **Potential Goals/Projects:**

- **Gateway & Wayfinding Signage**
- **Creation of Marketing Materials**

ii) **Marketing and Economic Development met via Zoom on both Wednesday, August 5 and Wednesday, September 2 at 7:00 pm**

iii) **Action Items:**

- Potential Madison Flag Designs were reviewed. Three possible design concepts have been selected and will be refined for review at this meeting.
- Formalize plan for new DDC logo and tagline, to work with new Borough branding. The Committee reviewed the proposal from the original designer of the new Madison branding, Kris Pfeifer at the September meeting and with the feedback given she has already made changes. These will be discussed at this meeting, see them here:
https://1drv.ms/b/s!AnwS_DqnT6nMiydR109KhmsAT1o2?e=vGr2pC

iv) **Next Meeting – TBD**

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 “Fall Back Into the Arts”**

- We will be closing the south bound or west side as we had planned for outdoor dining. It will be closed starting at 5:00 pm.
- Series of six Fridays, September 25 through November 6.
- Varied entertainment, performances from 6-8 pm.
- We will open the area to any local businesses who want to set-up a table and the performances will happen in the area in front to Madison Bagel.
- Coldwell Banker has signed on as the event sponsor.

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

- a) **Taste of Madison** (March 22, 2021)
- 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) NJ Monthly Proposal: https://1drv.ms/b/s!AnwS_DqnT6nMiyhBv6N26Tfui9vZ?e=eEACix

18) INVITATION FOR DISCUSSION FROM THE PUBLIC

19) ADJOURNMENT

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