



**DOWNTOWN DEVELOPMENT COMMISSION**  
**Committee Room - Hartley Dodge Memorial Building**  
 Date: October 15, 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 SEPTEMBER 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 were five applications reviewed and referred to the Borough Zoning Officer since the September DDC meeting.
      - (1) METC Education Annex, 2 Green Village Road
      - (2) Carter Smile LLC, 180 Main Street
      - (3) Rocco’s, 36 Main Street
      - (4) Provident Bank, 90 Main Street
      - (5) Rose City Strength, 29 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) **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.

iii) **Next Meeting – October 20, time 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) **Action Items:**

- Potential Madison Flag Designs were sent to the DDC Commissioners in a poll. The results will be discussed this evening.
- DDC and replacement for Love Madison Shop Madison rebranding has been completed. Style Guide: [https://1drv.ms/b/s!AnwS\\_DqnT6nMjApdC9gZyVCMMeEG6](https://1drv.ms/b/s!AnwS_DqnT6nMjApdC9gZyVCMMeEG6)

iii) **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) **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:**

- The Committee met on September 30 at 12:00 pm
- The new entertainment series “Fall Back Into the Arts” continues to grow as more community members attend. The upcoming entertainment will include swing music and swing dancers (October 16), local high school rock band (October 23), children’s interactive theatre, a Broadway cabaret (October 30) and classic rock band (November 6). The series takes place Friday evenings from 6pm to 8pm on Waverly Place. The series is sponsored by Coldwell Banker Realty. At the November 6 concert, Hava G-Day Cafe will provide complimentary hot chocolate throughout the evening.
- Discussions are happening about a virtual Holiday Arts Festival recorded at the arts center to be broadcast in late November and December. Several musicians have expressed an interest, as has “Santa” and FDU.
- We are anticipating the installation of the lighting grid at the arts center later this month.

iii) **Next Meeting – November 18, Time TBD**

**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** (2021 Dates TBD)

**16) OLD BUSINESS**

**17) NEW BUSINESS**

- a) NJ Monthly Proposal: [https://1drv.ms/b/s!AnwS\\_DqnT6nMiyhBv6N26Tfui9vZ?e=eEACix](https://1drv.ms/b/s!AnwS_DqnT6nMiyhBv6N26Tfui9vZ?e=eEACix)

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

**19) ADJOURNMENT**

**NEXT MEETING: Thursday, November 19 at 7:15pm, format and location TBD**