



DOWNTOWN DEVELOPMENT COMMISSION

Committee Room - Hartley Dodge Memorial Building

Date: January 16, 2020 Time: 7:15 pm

REORGANIZATION MEETING MINUTES

- 1) **CALL TO ORDER:** This meeting was called to order by Ex-Officio, Director of Business Development Lisa Ellis at 7:15 pm.
- 2) **PLEDGE OF ALLEGIANCE**
- 3) **ROLL CALL**

MEMBERS PRESENT: R. Conley J. Hoover, J. Hollenbach, S. Whitehorn, M. Tomaszewski, T. Honohan, P. Flemming, J. Morris, D. Starker, E. Range, R. Stern, C. Brady, Michael Pellessier

MEMBERS ABSENT: B. Cramer, R. Landrigan, M. Fabyanski, G. Herzog

ALSO PRESENT: Lisa Ellis, Director of Business Development

MEMBERS OF THE PUBLIC: None Present
- 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) **OATH OF OFFICE:** Council Member John Hoover administered the Oath of Office to the following Commissioners:
 - a) Russell Stern, At Large Representative
(Three year term through December 31, 2022)
 - b) Carla Brady, At Large Representative
(Three-year term through December 31, 2022)
 - c) Eric Range, Higher Education Representative
(Three year term through December 31, 2022)
 - d) John Regan, Board of Education Representative
(Three year term through December 31, 2022)
 - e) Melanie Tomaszewski, Resident Representative
(Three year term through December 31, 2022)
 - f) Robert Rocco, Merchant/Landlord/Business Owner Representative
(Three year term through December 31, 2022)
- 6) **ELECTION OF NEW EXECUTIVE BOARD**

Note: At the December meeting of each year, the ex-officio member, who will be the election officer, will then accept nominations for the position of Chair, Vice-Chair, Secretary, Treasurer and Member-At-Large.

All nominations, whether oral or written, must be made, seconded and then accepted by the individual nominated. At the beginning of the January meeting, the election officer will accept any nominations from the floor and call the roll to determine those eligible to receive ballots and cast votes. The election officer will prepare the ballots indicating the officers' title and a space in which the eligible voters can write in their choice for each officer's position. The election officer will distribute the ballots to those eligible to vote. Upon completion of the actual vote, the election officer will collect the ballots and will then tabulate the results. The results will be verified by the Council Liaison and by any member of the Commission who is not running for election and who has been appointed by the election officer. The results for each office will also be posted so all present may view the final count.

a.) The following nominations were submitted at the December meeting:

- Nomination for Chairperson: Sue Whitehorn
- Nomination for Vice Chairperson: Eric Range
- Nomination for Treasurer: None
- Nomination for Secretary: None
- Nominations for Member-at-Large: None

b.) Additional Nominations: Lisa Ellis called for other nominations from the floor. No other nominations were forwarded for Chair or Vice Chair but the following nominations for the remaining positions were tenured.

- Nominations for Chairperson: No Additional Nominations
- Nominations for Vice Chairperson: No Additional Nominations
- Nominations for Treasurer: Brad Cramer
Nominated by E. Range and Seconded by: M. Tomaszewski
- Nominations for Secretary: Melanie Tomaszewski
Nominated by C. Brady and Seconded by D. Starker
- Nominations for Member-at-Large: Jim Hollenbach
Nominated by C. Brady and Seconded by P. Flemming

Mayor Conley called for nominations to be closed and ask for the a vote.

Motion to approve Slate of Officers for 2020 (as noted above) as a single block

Moved by: R. Conley and Seconded by: C. Brady

Voice Vote: Unanimous

7) ADJOURNMENT OF REORGANIZATION MEETING

Motion to adjourn Reorganization Meeting at 7:21 pm

Moved by: D. Starker and Seconded by: P. Flemming

Voice Vote: Unanimous

REGULAR MEETING MINUTES

1) **CALL TO ORDER:** This meeting was called to order at 7:23 pm by the newly elected chair, Suzy Whitehorn.

2) APPROVAL OF DECEMBER 2019 MINUTES

Motion to approve December 2019 Minutes as presented

Moved by: P. Flemming and Seconded by: E. Range

Voice Vote: Unanimous

3) **TREASURER'S REPORT:** There was no report.

4) **FOUNDATION REPORT:** The MMSF reorganization meeting has been reschedule to February 20, 2020.

a) **Appointment/Election of Madison Main Street Foundation (MMSF) representatives**

Nominations were made as follows:

Carla Brady (nominated by E. Range, seconded by R. Stern)

Brad Cramer (nominated by E. Range, seconded by R. Stern)

Eric Range (nominated by C. Brady, seconded by R. Stern)

Motion to approve slate of MMSF Representatives

Moved by: D. Starker and Seconded by: B. Conley

Voice Vote: Unanimous

5) **CHAIRMAN/EXECUTIVE BOARD REPORT:** Chair Suzy Whitehorn reminded everyone that immediately following this meeting everyone is invited to a networking reception graciously provided by Healthy Italia. All are invited to attend. She then called for the review and approval of the 2020 meeting calendar.

a) Review and Approve 2020 Meeting Schedule

Motion to approve 2020 schedule of meetings as presented

Moved by: E. Range and Seconded by P. Flemming

Voice Vote: Unanimous

6) **MAYOR'S REPORT:** There was no report.

7) **COUNCIL LIAISON REPORT:** There was no report.

8) **PLANNING BOARD REPORT:** There was no report.

9) **DIRECTOR OF BUSINESS DEVELOPMENT REPORT**

a) Best Practices, Ideas, Information Sharing:

i) ***"For more than 70 years, the Philadelphia More Beautiful Committee (PMBC) has helped bring positive change to neighborhoods throughout our City. Through our network of dedicated Block Captains, we work to organize events, provide support, and empower residents to come together for a more beautiful Philadelphia..."***

b) <https://www.philadelphiastreet.com/pmbc/>

i) ***"We can reclaim cities from the car without inconveniencing people"***

<https://www.citymetric.com/transport/we-can-reclaim-cities-car-without-inconveniencing-people-4671>

c) ***"6 clever urban design ideas that all cities should steal: These small, smart innovations are worth building on in 2020"***

<https://www.curbed.com/2019/12/17/21020374/bus-housing-restoration-architecture-urban-design>

d) Articles/Information of Interest:

i) ***"Mack-Cali to sell suburban office portfolio; Parsippany, Madison sold first for \$288.5M"***

<https://njbiz.com/mack-cali-to-sell-suburban-office-portfolio-for-288-5m/>

i) ***"Legislature sends Murphy bill to expand state's film, TV tax incentive"***

<https://njbiz.com/legislature-sends-murphy-bill-to-expand-states-film-tv-tax-incentive/>

ii.) ***"Half in the bag: Senate approves plastic ban, measure languishes in Assembly Upper house plans to renew efforts at start of new session"***

<https://njbiz.com/half-bag-senate-approves-plastic-ban-measure-languishes-assembly/>

10) **STANDING COMMITTEES:** Chair Suzy Whitehorn spoke about the necessitate for each commissioner to fully commit to taking an active role this year ion the Standing Committees and in activities in the coming year. Each Standing Committee membership was reviewed and the changes made as noted.

a) **Sign & Façade:** (2019 Membership: Suzy Whitehorn, Eric Range, Leslie Lajewski, Tom Honohan, Karen Giambra)

i) **2020 Membership:** Peter Flemming will replace Leslie Lajewski who is no longer on the DDC.

Melanie Tomaszewski offered to help with the Sign Guidebook.

- ii) **Potential Goals/Projects**
 - **Sign Guidebook**
- iii) **Committee Description:**
 - Reviews and submits recommendations on all sign permit applications, new or replacement, submitted for commercial uses referred by the Zoning Officer.
 - Reviews referred Master Signage Plans and submit recommendations to Planning Board or Zoning Board of Adjustment.
 - Adheres to all regulations put forth in Chapter 195. Land Development, Article V. Zoning, § 195-34. Signs, while conducting all review processes.
- b) **PIC (Public Improvement):** (2019 Membership: Suzy Whitehorn, Chair; Russell Stern, Bob Rocco, Peter Flemming, Brad Cramer, John Morris, John Hoover)
 - i) **2020 Membership:** The membership remains the same.
 - ii) **Potential Goals/Projects:**
 - **METC Park Design**
 - **Adopt A Space Program**
 - iii) **Committee Description:**
 - Creates plans and projects to improve the streetscape and public spaces in the Downtown District.
 - Helps to develop financial incentives and strategies for potential rehabilitation projects.
 - Explores strategies to improve available shopper parking in the Downtown District.
- e) **Marketing and Economic Development:** (2019 Membership: Suzy Whitehorn, Eric Range, Bob Conley, Russell Stern, Leslie Lajewski, Deb Starker, Carla Brady, Melanie Tomaszewski, Jim Hollenbach, John Morris, Michael Pellessier, Karen Giambra)
 - iv) **2020 Membership:** The membership remains the same.
 - i) **Potential Goals/Projects:**
 - **Gateway & Wayfinding Signage**
 - **Creation of Marketing Materials**
 - ii) **Committee Description:**
 - Monitors the Downtown District's current economic conditions and identify opportunities for market growth.
 - Develops programs, events, and initiatives working with the Chamber of Commerce to strengthen existing businesses and recruit new ones.
 - Creates, with consultants as necessary, a comprehensive marketing plan that will be issued to support current and future programs and that will showcase the Downtown and expand the Madison brand.
- f) **Arts & Events:** (2019 Membership: Suzy Whitehorn, Deb Starker, Melanie Tomaszewski, Carla Brady, Tom Honohan, John Morris, John Pietrowski, Jerry Vezza, Karen Giambra, Michael Pellessier, Eric Hafen)
 - i) **2020 Membership:** John Regan and Bob Rocco will join the Committee.
 - ii) **Potential Goals/Projects:**
 - **Sidewalk Art Gallery analysis and reinvention**
 - **Support of Madison Community Arts Center programming and fundraising**
 - **Explore public art projects**
 - iii) **Committee Description:**
 - Work with Madison Arts and Culture Alliance (MACA), Madison Music and Arts (MMA),

Chamber of Commerce and other community partners on event development and support.

- Advise and support the Director of Arts and Events and programming for the Madison Community Arts Center.
- Research and make recommendations regarding public art installations.
- Research and evaluate the viability of new events.

11) AD HOC COMMITTEE AND PROJECT UPDATES: *These are listed primarily for informational purposes only the items highlighted will be discussed.*

- Taste of Madison** (Monday, March 23, 2020)
- May Day** (May 2, 2020)
- Madison Into Yellow** (May 5 through 12)
- DDC/MACA Sidewalk Art Gallery & Gala** (inactive)
- Farmers Market** (Thursdays, May 21 – November 19, 2020)
- Drew University Town Tour** (TBD)
- Bottle Hill Day** (Saturday, October 3, 2020):
- Downtown Concert Series w/METC** (TBD)
- MACA/DDC Holiday Arts Festival** (Friday and Saturday, November 27 and 28, 2020)
- Rose City Summerfest** (May 20, 2020)

- Volunteers for Ad Hoc Event Committee: Carla Brady, Melanie Tomaszewski, Russell Stern and Suzy Whitehorn volunteered.

12) OLD BUSINESS: There was none discussed.

13) NEW BUSINESS: There was none discussed.

14) INVITATION FOR DISCUSSION FROM THE PUBLIC: There were no members of the public present.

15) ADJOURNMENT

Motion to adjourn at 8:11 pm

Moved by: E. Range and Seconded by: P. Flemming

Voice Vote: Unanimous

NEXT MEETING: Thursday, February 20 at 7:15pm, Committee Room - Hartley Dodge Memorial Building.