



DOWNTOWN DEVELOPMENT COMMISSION
Committee Room - Hartley Dodge Memorial Building
Date: February 17, 2022 Time: 7:15 pm – **Via Zoom**

MEETING MINUTES

- 1) **CALL TO ORDER:** This meeting was called to order by Chair Suzy Whitehorn 7:16 pm.
- 2) **PLEDGE OF ALLEGIANCE**
- 3) **ROLL CALL**
MEMBERS PRESENT: R. Conley, J. Hoover, J. Hollenbach, P. Teshima, C. Kosakowski, P. Flemming, S. Tindall, J. Morris, P. Woolley, R. Stern, S. Whitehorn, Michael Pellessier
MEMBERS ABSENT: M. Tomaszewski, D. Starker, R. Rocco
ALSO PRESENT: Lisa Ellis, Director of Business Development Events
MEMBERS OF THE PUBLIC: No members of the public were 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 2021. Copies of said notice were made available to members of the general public.
- 5) **APPROVAL OF REORGANIZATION AND REGULAR MEETING MINUTES OF JANUARY 20, 2022**
Motion to approve Reorganization and Regular Meeting Minutes of January 22, 2022 as presented
Moved by: S. Tindall and Seconded by: P. Teshima
Voice Vote: Unanimous
- 6) **CHAIRMAN/EXECUTIVE BOARD REPORT**
 - a) **New Outdoor Dining Ordinance (document sent with agenda):** There was substantive discussion on the proposed new Outdoor Dining Ordinance that will be introduced at the Borough Council meeting on February 28. The DDC is supportive of the proposed changes.
- 7) **TREASURER REPORT:** Peter Teshima updated the group on his work changing over the accounts and working with Tom Honohan on the transition.
- 8) **MAYOR REPORT:** There was no report.
- 9) **COUNCIL LIAISON REPORT:** Council Member John Hoover gave an overview of some of the items before the Borough Council. He noted that the Rosedale ice Skating Rink had been closed for the season. He spoke about the spending ordinance that will provide matching funds for a grant received for the planned renovation project. John also noted the recent wave of vandalism at Dodge Field and the planned installation of security cameras at the location. He also mentioned that the Borough has expanded their IT shared services agreements to include Mountain lakes. The Borough Council will return to in person meetings on March 14.
- 10) **PLANNING BOARD REPORT:** Peter Flemming reported that the Planning Board was focused on the

application for the 100% Affordable Housing Project planned for 28 Walnut Street and Cook Avenue.

11) FOUNDATION REPORT: There was no report.

12) MADISON AREA CHAMBER OF COMMERCE REPORT: Chamber President John Morris reported on the upcoming spring chamber events including Shelly the Easter Egg Hunt, Easter Fun Fest and Cinco de Madison on May 5. He noted that Madison Photo would be holding an event to commemorate their 75th Anniversary. In addition, Mayor Conley attended the February Networking Breakfast, giving a great update on the current economic environment in Madison.

13) DIRECTOR OF BUSINESS DEVELOPMENT REPORT: Here are the websites for two organizations to which the Borough belongs. They offer a lot of different resources that I thought you may find of interest:

- a) **Downtown New Jersey:** <https://www.downtownnj.com/>
- b) **Main Street America:** <https://www.mainstreet.org/home>
- c) **Downtown Redevelopment Pipeline:**
 - i) **For your information, all meeting information can be found through these links:**
 - (1) **Zoning Board of Adjustment:** <https://www.rosenet.org/505/Zoning-Board-of-Adjustment>
 - (2) **Planning Board:** <https://www.rosenet.org/457/Planning-Board>
- d) **New Business Report:**
 - i) [Commercial Property Worksheet](#)
- e) **Misc.**
 - i) **Cook Avenue Parking Lot Reconstruction**
 - ii) **Waverly Place Reconstruction**

14) STANDING COMMITTEES:

- a) **Sign & Façade:** (2022 Membership: Jim Hollenbach, Barry Kroll, John Morris, Karen Giambra, Suzy Whitehorn)
 - i) The following applications were reviewed and referred to the Borough Zoning Officer since the January DDC meeting.
 - (1) Myosotis Art, 80 Main Street
- b) **PIC (Public Improvement):** (2022 Membership: Russell Stern, John Morris, John Hoover, Paul Daly, Suzy Whitehorn)
 - i) **2022 Potential Goals/Projects:**
 - **METC Park Design**
 - **Adopt A Space Program**
 - ii) **Action Items: TBD**
 - iii) **Next Meeting – Tuesday, March 8**
- c) **Marketing and Economic Development:** (2022 Membership: Michael Pellessier, John Morris, Laura Sokol, Karen Giambra, Russell Stern, Deb Starker, Bob Rocco, Melanie Tomaszewski, Suzy Whitehorn, Christine Kosakowski, Peter Teshima)
 - i) **2022 Potential Goals/Projects:**
 - **Gateway & Wayfinding Signage**
 - **Creation of Marketing Materials**
 - ii) **Action Items: TBD**
 - iii) **Next Meeting – Wednesday, March 2**
- d) **Arts & Events:** (2022 Membership: Barry Kroll, John Morris, Stephen Tindall, Karen Giambra, Deb Starker, John Hoover, Bob Rocco, Melanie Tomaszewski, Suzy Whitehorn, Peter Teshima)
 - i) **2022 Potential Goals/Projects:**

- Sidewalk Art Gallery analysis and reinvention
- Support of Madison Community Arts Center programming and fundraising
- Explore public art projects

ii) Action Items: TBD

iii) Next Meeting – Wednesday, March 16

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

- Taste of Madison** (April 25, 2022): Planning is in full swing and tickets for the Taste will be available for sale shortly.
- May Day** (May 7, 2022): Event planning is underway and Peter Teshima mentioned that Save the Drew Forest would like to have a table at the event.
- Farmers Market** (Thursdays, May 19 – November 17, 2021): This will be the 30th Anniversary Season. Lisa reported that contracts will be sent shortly and she will be recruiting new vendors.
- Bottle Hill Day** (Saturday, October 1, 2022)
- Downtown Concert Series w/METC** (June 24, July 8, July 22, August 5, August 19, September 2)

16) OLD BUSINESS

a) Information Requested at January Meeting

i) Cook Avenue Parking Lot Plan:

https://1drv.ms/u/s!AnwS_DqnT6nMjh6B0y6p5aykSQik?e=TQHpTI

ii) Information on FILL Program at FDU: <https://www.fdu.edu/admissions/adult/fill-at-florham/>

iii) **18 Madison Avenue Plan:** All documents can be found for this application by following this link and opening P 21-004 – 18 Madison Avenue on this page:

<https://www.rosenet.org/1280/Virtual-Planning-Board-Documents>

b) **Rose City Summerfest:** There was a brief discussion on whether to try to hold this event this year or wait until 2023. This will be revisited at the March meeting.

17) IDEA EXCHANGE & NEW BUSINESS:

- Peter Woolley brought up the hidden beauty of the Hillside Cemetery on Main Street. The historic Cemetery Tours that are given in the fall were mentioned.

18) INVITATION FOR DISCUSSION FROM THE PUBLIC: There was no discussion.

19) ADJOURNMENT

Motion to adjourn at 7:53 pm.

Moved by: B. Conley and Seconded by: J. Hollenbach

NEXT MEETING: Thursday, March 17 at 7:15pm.