



DOWNTOWN DEVELOPMENT COMMISSION

Committee Room - Hartley Dodge Memorial Building

Date: February 20, 2020 Time: 7:15 pm

MEETING MINUTES

- 1) **CALL TO ORDER:** This meeting was called to order by Chair Suzy Whitehorn at 7:16 pm.
- 2) **PLEDGE OF ALLEGIANCE**
- 3) **ROLL CALL**

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

MEMBERS ABSENT: R. Conley, B. Cramer, J. Hollenbach, R. Landrigan, M. Tomaszewski, J. Regan, R. Rocco, 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) **APPROVAL OF JANUARY 2020 MINUTES**
Motion to approve January 2020 Minutes as presented
Moved by: E. Range and Seconded by: J. Hoover
Voice Vote: Unanimous
- 6) **CHAIRMAN/EXECUTIVE BOARD REPORT:** There was no report.
- 7) **TREASURER'S REPORT:** The financial reports were distributed. There was no substantive discussion.
- 8) **MAYORAL REPORT:** There was no report.
- 9) **COUNCIL LIAISON REPORT:** Council Liaison John Hoover reported on the Council's recognition of the 100th Anniversary of the passage of the Women's Suffrage Amendment. He spoke about the Borough's Preliminary Budget and the amendments to the Plastic Bag Ordinance. He also noted that the new Tree Ordinance had its second reading.
- 10) **PLANNING BOARD REPORT:** Peter Flemming reported on the projects currently before the Planning Board including 16 Waverly Place, 44 Brooklake Road and the Central Avenue School Property Minor Subdivision.
- 11) **FOUNDATION REPORT:** Chair Carla Brady reported that the MMSF held their meeting immediately preceding the DDC meeting. Officers were appointed and the possibility of distribution of a banking request for proposal was discussed.
- 12) **MADISON AREA CHAMBER OF COMMERCE REPORT:** John Morris gave a brief update on Chamber activities.
- 13) **DIRECTOR OF BUSINESS DEVELOPMENT REPORT:**

- a) Best Practices, Ideas, Information Sharing:
 - i) ***New Jersey Future Redevelopment Forum 2020 – Friday, March 6:***
[click here for more information](#)
- b) Articles/Information of Interest:
 - i) ***“Storefront Magazine – 7 Case Studies That Prove Experiential Retail Is The Future”***
[click here for article](#)
 - ii.) ***“Study: these counties boast the garden State’s most favorable cost of living” Morris #1***
[click here for article](#)

14) STANDING COMMITTEES

- a) **Sign & Façade:** (2020 Membership: Suzy Whitehorn, Eric Range, Peter Flemming, Tom Honohan, Karen Giambra)
 - i) **Potential Goals/Projects**
 - i) **Sign Guidebook**
- b) There have been two applications reviewed and referred to the Borough Zoning Officer since the January DDC meeting.
 - (1) Polished Nail Lounge, 36 Main Street
 - (2) Simonfay Landscape Services, 335 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) Next Meeting is scheduled for Tuesday, February 25 at 8:00 am in the Committee Room, 2nd Floor, Hartley Dodge Memorial Building
 - Two potential new members will be invited: Joseph Balwierczak and Carly Heitlinger
- c) **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) First meeting of 2020 is on the calendar for March 4, 2020 at 7:00 pm. The Committee will receive information early next week.
- d) **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) The Committee met on January 29, 2020 at the Arts Center. Suzy Whitehorn, Deb Starker, Karen Giambra, Eric Hafen, Lisa Ellis, and Michael Pellessier attended. The [agenda can be accessed here](#). The next meeting is scheduled for March 25, 2020.
 - iii) **Madison Community Arts Center Report from Eric Hafen:**
 - All three performances the weekend of February 7-9, were very successful. The Friday fundraiser for the arts center sold out and had a few walk-ups as well. Lucky In Love Saturday night sold out. One Singular Night: Music of Gershwin and Hamlisch concert was

the first of the Intimate Artist Series. We had 60% of the house sold. The artist expressed an interest in returning next season.

- The Rio Clemente Concert on February 17, which received outside marketing support from NJ Jazz Society, was also very well attended.
- The Madison Arts and Culture Alliance (MACA) received a \$45,000 grant from the Smart Family Foundation for a capital purchase of lighting equipment for the arts center. This is the first of solicited funds to provide theatrics to the arts center, i.e. grid, sound and lights, to fulfill the goal of making the center a multi-purpose visual and performing arts venue for the borough.
- New “pre-summer” concert series is slated to open on Friday, May 1, outside on the outdoor stage of the arts center. The first artist will be the Chatham Big Band. Subsequent concerts are planned for May 15, 29 and June 12.

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

a) **Taste of Madison** (Monday, March 23, 2020)

b) **May Day** (May 2, 2020)

- i) **Update:** Donation envelopes have been ordered, art contest is underway and other planning is in progress.

c) **Madison Into Yellow**

- i) **Update:** It was confirmed that this program would not be happening in 2020.

d) **DDC/MACA Sidewalk Art Gallery & Gala** (inactive)

e) **Farmers Market** (Thursdays, May 21 – November 19, 2020)

- i) **Update:** there was a discussion of the concept to move the Farmers Market to Dodge Field for the 2020 season. Carla Brady brought up the concern of dog waste on Chapel Street.

f) **Drew University Town Tour** (TBD)

g) **Bottle Hill Day** (Saturday, October 3, 2020)

h) **Downtown Concert Series w/METC** (June 22, July 13 and 27, August 10 and 24, September 7, 2020)

i) **MACA/DDC Holiday Arts Festival** (Friday and Saturday, November 27 and 28, 2020)

j) **Rose City Summerfest** (May 30, 2020)

- i) **Ad Hoc Committee Meeting** is scheduled for Tuesday, February 25 at 7:00 pm in the Trustees Room, 2nd Floor, Hartley Dodge Memorial Building.

16) OLD BUSINESS: There was none discussed.

17) NEW BUSINESS: There was none discussed.

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

19) ADJOURNMENT

Motion to adjourn at 8:08 pm

Moved by: P. Flemming and Seconded by: J. Hoover

Voice Vote: Unanimous

NEXT MEETING: Thursday, March 19 at 7:15pm, Committee Room - Hartley Dodge Memorial Building.