



DOWNTOWN DEVELOPMENT COMMISSION
Committee Room - Hartley Dodge Memorial Building
Date: March 17, 2022 Time: 7:15 pm

MEETING MINUTES

- 1) **CALL TO ORDER:** This meeting was called to order by Chair Suzy Whitehorn 7:15 pm.
- 2) **PLEDGE OF ALLEGIANCE**
- 3) **ROLL CALL**

MEMBERS PRESENT: R. Conley, J. Hoover, J. Hollenbach, P. Teshima, P. Flemming, S. Tindall, J. Morris, D. Starker, R. Stern, S. Whitehorn, Michael Pellessier

MEMBERS ABSENT: C. Kosakowski, M. Tomaszewski, P. Woolley, 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 2022. Copies of said notice were made available to members of the general public.
- 5) **REGULAR MEETING MINUTES OF FEBRUARY 17, 2022**

Motion to approve Regular Meeting Minutes of February 17, 2022 as presented
Moved by: P. Flemming and Seconded by: J. Hollenbach
Voice Vote: Unanimous
- 6) **CHAIRMAN/EXECUTIVE BOARD REPORT**
 - a) Update on Gateway & Wayfinding Project - Merje Presentation: The following presentation was discussed briefly and a Gateway & Wayfinding Project Steering Committee Meeting will be scheduled soon for a full detailed review:
https://drive.google.com/file/d/1vhjh3_fh33SxnDv_GKBiZGxxCk8T6MP/view?usp=sharing
- 7) **TREASURER REPORT:** Peter Teshima gave an overview of the monthly financial statements.
- 8) **MAYOR REPORT:** Mayor Conley gave an overview of the statement on the new Outdoor Dining Ordinance he had given at the Borough Council meeting on March 14. These are the highlights:
 - This ordinance is not restricted to only Waverly Place but to the full business district with the only exception being Main Street, which as a state highway is regulated by DOT.
 - This ordinance is not meant to place one business over another but to understand that individual businesses do not necessarily make a successful downtown, but it is the collection of businesses and the full experience that leads to a successful business district.
 - While the last two years have been very difficult, Madison has been above the curve. That is a result of innovative shop owners and a governing body committed to supporting a vibrant

downtown. As we come out of the pandemic, we must continue to be innovative by creating a great experience for our residents and visitors.

- As we look to this ordinance, we understand that parking is important to our downtown, but we know that it is just part of the puzzle. As malls pulled from downtowns in the 70s to 00s it wasn't for parking, as we often parked in overwhelming lots, walking quite a distance to just get to the wrong entrance. It was for the variety of stores and the experience. Busy corridors, gathering places and food courts became a key part of a day of shopping.
- The malls are fading, and downtowns are making a comeback. The successful town centers will be the ones that are visibly active with the right mix of businesses. We are not Morristown, Summit or Maplewood but those are in way our new competition. If we do not create an active downtown, we will fall behind.
- The pandemic that showed us how downtowns can be reinvented and be successful has also given us empty commuter lots. This also gives us the opportunity to create more shopper parking.
- Tonight's agenda will also introduce an ordinance that will create more shopper parking. The current merchant parking will move one block (400 ft.) to the Maple/Prospect lot. The current commuter spots in the Maple Ave. lot will become merchant only while merchants and commuters will be able to park in the Prospect lot. The Green Ave. lot will become 2-hour shopper parking, creating almost 50 more parking spaces just steps away from Waverly, the center of where it all happens.

9) COUNCIL LIAISON REPORT: John Hoover shared important highlights from the Borough Council Meeting of March 14. He noted that CFO Jim Burnet had given a detailed budget presentation and that the budget hearing will be held in late April. He spoke about the agreement being finalized with the Masonic Lodge that will allow for more varied use of their building on Main Street in exchange for financial assistance through grants, etc. for renovations. John also noted that the Little League Parade is scheduled for Saturday, April 9 at 11:00 am.

10) PLANNING BOARD REPORT: Peter Flemming reported the Planning Board had passed a resolution approving the affordable housing projects planned for Walnut Street and Community Place.

11) FOUNDATION REPORT: The foundation will hold their annual reorganization meeting on March 23.

12) MADISON AREA CHAMBER OF COMMERCE REPORT: Chamber President John Morris spoke about the Find Shelly the Easter Egg Scavenger Hunt and Easter Fun Fest scheduled for Saturday, April 9. He reported that the Chamber would be hosting a new event called Cinco de Madison on Thursday, May 5, which is Cinco de Mayo. It will be a shopping and dining event.

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) **New! Madison Marketplace Newsletter, Current Edition:** <https://conta.cc/3iewXr4>
 - i) **Misc.**

- ii) **Cook Avenue Parking Lot Reconstruction:** There were no updates on this project.
- iii) **Waverly Place Reconstruction**
 - (1) **Design Charrette - Saturday, March 26, 10:00 am:** Lisa Ellis reminded everyone that they were invited and that RSVP's are requested.
- iv) **Borough Council Presentation – February 28:** <https://drive.google.com/file/d/1h5U0Ppyc-61ixyYw2MRigCrbRHVQcD24/view?usp=sharing>

14) STANDING COMMITTEES:

- a) **Sign & Façade:** (2022 Membership: Jim Hollenbach, Barry Kroll, John Morris, Karen Giambra, Suzy Whitehorn)
 - i) There have been no applications reviewed and referred to the Borough Zoning Officer since the February DDC meeting.
- 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 – TBD**
- 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 – TBD**
- e) **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 – TBD**

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

- a) **Taste of Madison** (April 25, 2022)
- b) **May Day** (May 7, 2022)
- c) **Farmers Market** (Thursdays, May 19 – November 17, 2021)
- d) **Bottle Hill Day** (Saturday, October 1, 2022)
- e) **Downtown Concert Series w/METC** (June 24, July 8, July 22, August 5, August 19, September 2)

16) OLD BUSINESS

- a) **Rose City Summerfest:** It was decided in order to give this event the time and attention it needs in order to be successful, it will be better to reintroduce it for 2023.

17) IDEA EXCHANGE & NEW BUSINESS

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

19) ADJOURNMENT

Motion to adjourn at 8:32 pm.

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

NEXT MEETING: Thursday, April 21 at 7:15 pm.