



DOWNTOWN DEVELOPMENT COMMISSION

Committee Room - Hartley Dodge Memorial Building

Date: May 21, 2020 Time: 7:15 pm – **Via Zoom**

MEETING MINUTES

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

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

MEMBERS ABSENT: R. Landrigan, T. Honohan, R. Rocco, M. Fabyanski, G. Herzog

ALSO PRESENT: Lisa Ellis, Director of Business Development; Madison Director of Arts & Events, Eric Hafen

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 FEBRUARY 16, 2020 MINUTES**
Motion to approve January 2020 Minutes as presented
Moved by: D. Starker and Seconded by: B. Cramer
Voice Vote: Unanimous
- 6) **CHAIRMAN/EXECUTIVE BOARD REPORT:** There was no official report.
- 7) **TREASURER'S REPORT:** The current financial reports were shared and reviewed by Brad Cramer.
- 8) **MAYOR'S REPORT:** Mayor Conley gave an overview of his Creativity Conference held on Wednesday, May 6 and his vision for outdoor dining.
- 9) **COUNCIL LIAISON REPORT:** Council Member John Hoover shared the success of the Borough Council Zoom meetings.
- 10) **PLANNING BOARD REPORT:** Peter Flemming noted the project recently reviewed which included the Fairleigh Dickinson University Baseball Field Project.
- 11) **FOUNDATION REPORT**
 - a) Madison, NJ Small Business Recovery Grant Program: Chair Carla Brady reported on Grant Steering Committee meeting held on June 4 and the steps being taken to review and process the grant applications.
- 12) **MADISON AREA CHAMBER OF COMMERCE REPORT:** John Morris reported on the progress of the Chamber's new website. He also noted the upcoming Fire Extinguisher Program.
- 13) **DIRECTOR OF BUSINESS DEVELOPMENT REPORT**
 - a) New Jersey Future Redevelopment Forum 2020 – Friday, March 6

- b) Council Presentations
 - i) **“COVID-19 Business Efforts” – Meeting of March 27**
https://1drv.ms/p/s!AnwS_DqnT6nMiWQLvsGgmCQ78jck?e=83oXBa
 - ii) **“Creativity Conference - Outcomes” – Meeting of May 11**
https://1drv.ms/p/s!AnwS_DqnT6nMiWMqHBRccvghV1v6?e=q3rWHB

14) STANDING COMMITTEES: With the exception of routine Sign & Façade applications, Standing Committee initiatives have been on hold, we will plan to restart committee activity in June.

- a) **Sign & Façade:** (2020 Membership: Suzy Whitehorn, Eric Range, Peter Flemming, Tom Honohan, Karen Giambra)
 - iii) There have been four applications reviewed and referred to the Borough Zoning Officer since the February DDC meeting.
 - (1) Fairleigh Dickinson University, 285 Madison Avenue
 - (2) La La Land Hair & Beauty Room, 34 Central Avenue
 - (3) The Snooki Shop, 32 Main Street
 - (4) Main Street Dental, 180 Main Street
- b) **PIC (Public Improvement):** (2020 Membership: Suzy Whitehorn, Chair; Russell Stern, Bob Rocco, Peter Flemming, Brad Cramer, John Morris, John Hoover)
 - i) **Next Meeting – June 16 at 8:00 am**
 - ii) **Potential Goals/Projects:**
 - **METC Park Design:** Three requests for proposals have been requested. One has been received, one evaluating, one no response yet.
 - **Adopt A Space Program**
- 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) **Next Meeting – June 3 at 7:00 pm**
 - ii) **Potential Goals/Projects:**
 - **Gateway & Wayfinding Signage**
 - **Creation of Marketing Materials**
- 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) Eric Hafen spoke at length on the potential for virtual arts events.
 - ii) **Next Meeting – May 27 at 11:00 am**
 - iii) **Potential Goals/Projects:**
 - **Sidewalk Art Gallery analysis and reinvention**
 - **Support of Madison Community Arts Center programming and fundraising**
 - **Explore public art projects**

15) AD HOC COMMITTEE AND PROJECT UPDATES:

- a) **Taste of Madison** (Monday, March 23, 2020): It was reported that the event is officially cancelled for 2020 and will be rescheduled for 2021.
- b) **May Day** (May 2, 2020): A plan for a modified event was discussed, see PowerPoint presentation here: https://1drv.ms/p/s!AnwS_DqnT6nMikIMFB78hnmL_RX?e=ie26yw
- c) **Farmers Market** (Thursdays, June 11– November 19, 2020): the Market season will open on Thursday, June 11 in the planned new location at Dodge Field. The hours remain 2-7:00 pm. Most vendors are expected to return. The new location will allow us to spread of the vendors and manage all health

department COVID-19 protocols.

- d) **Bottle Hill Day** (Saturday, October 3, 2020): The event is on hold pending release of guidelines from the Governor's office on COVID-19 restrictions on events.
- e) **Downtown Concert Series w/METC** (June 22, July 13 and 27, August 10 and 24, September 7, 2020): The event is on hold pending release of guidelines from the Governor's office on COVID-19 restrictions on events.

16) OLD BUSINESS: There was no old business discussed.

17) NEW BUSINESS: There was substantive discussion on a new marketing project developed by Carla, Eric and Jim H. to highlight local business. It was decided to move the project to the Marketing 7 Economic Development Committee for final review and development. It will be included on the committee's upcoming meeting agenda.

18) INVITATION FOR DISCUSSION FROM THE PUBLIC: There was none present.

19) ADJOURNMENT

Motion to adjourn at 9:35 pm

Moved by: E. Range and Seconded by: J. Hoover

Voice Vote: Unanimous

NEXT MEETING: Thursday, June 18 at 7:15pm, format and location TBD