



# DOWNTOWN DEVELOPMENT COMMISSION

## Committee Room - Hartley Dodge Memorial Building

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

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### 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, R. Landrigan, B. Cramer, S. Whitehorn, M. Tomaszewski, T. Honohan, P. Flemming, J. Morris, D. Starker, E. Range, R. Stern, C. Brady, Michael Pellessier

MEMBERS ABSENT: R. Conley, J. Hollenbach, J. Regan, 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 SEPTEMBER 17, 2020 MINUTES**  
*Motion to approve September 2020 Minutes as presented*  
*Moved by: E. Range and Seconded by: J. Hoover*  
*Voice Vote: Unanimous*
- 6) **CHAIRMAN/EXECUTIVE BOARD REPORT:** Chair Suzy Whitehorn and Vice Chair Eric Range both shared concerns about what the 2021 budget will be due to the loss of revenue due to the pandemic. A discussion of the 2021 budget will be in the November agenda.
- 7) **TREASURER REPORT:** Brad Cramer shared the monthly financial statements, echoing concerns regarding the 2021 budget.
- 8) **MAYOR REPORT:** There was not report.
- 9) **COUNCIL LIAISON REPORT:** Council Member John Hoover reported on the Borough's financial challenges created by the pandemic and noted the recent purchase of new equipment purchase for the Madison Police Department.
- 10) **PLANNING BOARD REPORT:** There was no report.
- 11) **FOUNDATION REPORT:** The foundation meeting is scheduled immediately following this meeting. They will be discussing the next steps in the banking RFP process.
- 12) **MADISON AREA CHAMBER OF COMMERCE REPORT:** John Morris reported on the Scarecrow on Waverly program in which 30 businesses are participating this year. The Chamber will also be sponsoring the Find Rosie City Reindeer again this year. He also noted the two new businesses coming to town: Noon Tea Creperie and The Slipcover Lady.

**13) DIRECTOR OF BUSINESS DEVELOPMENT REPORT:** Lisa Ellis noted that Madison was lucky to be in a position to attract new businesses even in these very challenging times.

**14) STANDING COMMITTEES:**

- a) **Sign & Façade:** (2020 Membership: Suzy Whitehorn, Eric Range, Peter Flemming, Tom Honohan, Karen Giambra)
- i) There were five applications reviewed and referred to the Borough Zoning Officer since the September DDC meeting.
    - (1) METC Education Annex, 2 Green Village Road
    - (2) Carter Smile LLC, 180 Main Street
    - (3) Rocco's, 36 Main Street
    - (4) Provident Bank, 90 Main Street
    - (5) Rose City Strength, 29 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) **Action Items:**
    - The Committee is working on developing a proposal for formalizing the Adopt-a Space program in coordination with the Parks Advisory Committee.
    - Set-up a meeting with Square Acre Studio to begin process for concept design work for the METC Park.
  - iii) **Next Meeting – October 20, time TBD.**
- 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) **Potential Goals/Projects:**
    - **Gateway & Wayfinding Signage**
    - **Creation of Marketing Materials**
  - ii) **Action Items:**
    - Potential Madison Flag Designs were sent to the DDC Commissioners in a poll. The results will be discussed this evening. The poll revealed that the preferred flag is the blue one and it will not be presented to the Borough Council for review.
    - DDC and replacement for Love Madison Shop Madison rebranding has been completed. Style Guide: [https://1drv.ms/b/s!AnwS\\_DqnT6nMjApdC9gZyVCMeEG6](https://1drv.ms/b/s!AnwS_DqnT6nMjApdC9gZyVCMeEG6)
    - It was also noted that the Borough plans to release the Gateway & Wayfinding Signage Request for Proposal if the funding receives final approval at the last meeting in October.
  - iii) **Next Meeting – TBD**
- 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) **Potential Goals/Projects:**
    - **Sidewalk Art Gallery analysis and reinvention**
    - **Support of Madison Community Arts Center programming and fundraising**
    - **Explore public art projects**
  - ii) **Updates from Eric Hafen:**

- The committee met on September 30 at 12:00 pm
- The new entertainment series “Fall Back Into the Arts” continues to grow as more community members attend. The upcoming entertainment will include swing music and swing dancers (October 16), local high school rock band (October 23), children’s interactive theatre, a Broadway cabaret (October 30) and classic rock band (November 6). The series takes place Friday evenings from 6pm to 8pm on Waverly Place. The series is sponsored by Coldwell Banker Realty. At the November 6 concert, Hava G-Day Cafe will provide complimentary hot chocolate throughout the evening.
- Discussions are happening about a virtual Holiday Arts Festival recorded at the arts center to be broadcast in late November and December. Several musicians have expressed an interest, as has “Santa” and FDU.
- We are anticipating the installation of the lighting grid at the arts center later this month.

iii) **Next Meeting – November 18, Time TBD**

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

- Taste of Madison** (March 22, 2021 )
- May Day** (May 1, 2021)
- Farmers Market** (Thursdays, June 11– November 19, 2020
- Bottle Hill Day** (Saturday, October 2, 2021)
- Downtown Concert Series w/METC** (2021 Dates TBD)

**16)OLD BUSINESS:** There was none discussed.

**17)NEW BUSINESS**

- NJ Monthly Proposal: [https://1drv.ms/b/s!AnwS\\_DqnT6nMiyhBv6N26Tfui9vZ?e=eEACix](https://1drv.ms/b/s!AnwS_DqnT6nMiyhBv6N26Tfui9vZ?e=eEACix)
- After discussion, it was decided that we do not have the funding bandwidth to entertain this project in 2021 and we will plan to revisit it in late 2021.

**18)INVITATION FOR DISCUSSION FROM THE PUBLIC:** There was no one present from the public.

**19)ADJOURNMENT**

*Motion to adjourn at 8:15 pm.*

*Moved by: T. Honohan and Seconded by: J. Hoover*

*Voice Vote: Unanimous*

**NEXT MEETING: Thursday, November 19 at 7:15pm, format and location TBD**