



DOWNTOWN DEVELOPMENT COMMISSION
Committee Room - Hartley Dodge Memorial Building
Date: November 19, 2020 Time: 7:15 pm – **Via Zoom**

MEETING MINUTES

1) **CALL TO ORDER:** This meeting was called to order by Chair Suzy Whitehorn at 7:19 pm.

2) **PLEDGE OF ALLEGIANCE**

3) **ROLL CALL**

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

MEMBERS ABSENT: R. Landrigan 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: Leia Gaccione, Chef/Owner Central+Main American Eatery and South+Pine American Eatery in Morristown

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.

1) **APPROVAL OF OCTOBER 15, 2020 MINUTES**

Motion to approve October 2020 Minutes as presented

Moved by: E. Range and Seconded by: R. Stern

Voice Vote: Unanimous

2) **CHAIRMAN/EXECUTIVE BOARD REPORT**

a) **2021 Budget Discussion:** Chair Suzy Whitehorn and Vice Chair Eric Range lead this discussion. The YTD numbers for 2020 were again reviewed and a scaled down draft budget for 2021 was shared. Due to the impact of the pandemic on revenues, the proposed budget is very conservative. This budget reflects both the reduced bank balance and the potential financial unknowns of 2021. The budget will be voted on at the December meeting.

3) **TREASURER REPORT:** Brad Cramer shared the monthly financial statements, noting the lack of activity over the last month.

4) **MAYOR REPORT:** Mayor Conley gave an overview of the planned focus on local retail this holiday season through the “Home for the Holidays” program, etc.

5) **COUNCIL LIAISON REPORT:** Council Member John Hoover reported on the Borough Council’s passage of a resolution pertaining to free and fair elections and he gave an update on affordable housing next steps.

- 6) **PLANNING BOARD REPORT:** Peter Flemming noted that the Planning Board had recently approved a redevelopment application for 4 Community Place for residential units and one to modify the hours of Weenies, 145 Main Street to accommodate the incorporation of Sugarlips Donut on the premises.
- 7) **FOUNDATION REPORT:** Carla Brady gave a brief report on foundation activities. The MMSF met on November 12 to discuss the Banking RFP, etc. Action on this item will be tabled until the December meeting.
- 8) **MADISON AREA CHAMBER OF COMMERCE REPORT:** Chamber President John Morris reported on the Chamber's holiday programs including Rosie the Rose City Reindeer, Gift Checks, Holiday Window Painting and Signature Ornament Sale. He also noted the addition of three new chamber members.
- 9) **DIRECTOR OF BUSINESS DEVELOPMENT REPORT:**
- a) **Holiday Shop Local Campaign and Activities:**
 - i) **Home for the Holidays:** <https://www.rosenet.org/1298/Home-for-the-Holidays>
 - ii) **Boxcar/Rose City Christmas:** <https://www.rosecitychristmas.com/?fbclid=IwAR0Voz-J0ehIXt8ofRVJ-Sfjr79IbhFHCN2aRTox-84PTyS29WmseLxBaKw>
 - b) **Discussion on potential advocacy for S2964** (<https://www.njleg.state.nj.us/bills/BillView.asp>) – Which establishes restricted beer, wine, and cider license; provides tax credit under corporate business tax and gross income tax for loss in value to certain alcoholic beverage licenses.
 - c) **Notes:** There was substantive discussion on this topic, led by Mayor Conley who has long been a supporter of substantive reform of the current NJ liquor laws. He believes that the current system is archaic and hamstringing small downtowns economically. He recently attended a virtual NJLM session on reform centered on the proposed bill, S2964. He noted that at this time both the Governor's Office and the ABC are supportive of the bill but that the New Jersey Restaurant & Hospitality Association is against the bill, as they believe more comprehensive reform should be addresses now rather than these stopgap measures. Leia Gaccione read a prepared statement on behalf of the proposed measure. The consensus was that most support reform and that this bill though not a full measure, deserves the support of the DDC **IF AND ONLY IF** the state can find a way to make sure that the current license holders are held harmless. It was also stated that that if this new class of license is approved by the state, the control would be granted to local municipalities. Mayor Conley read a draft resolution of support for reform and suggested the DDC entertain a vote on moving the resolution to the Borough Council for approval and dissemination to the necessary state representatives.
Motion to request that the Borough Council approve a resolution asking the state to move forward with liquor law reform with the caveat that current license holders are held harmless, and that any new class of license be under local control.
Moved by: B. Conley and Seconded by: J. Hoover
Roll Call Vote:
Yes: R. Conley, J. Hoover S. Whitehorn, M. Tomaszewski, T. Honohan, D. Starker. E. Range. C. Brady.
No: No votes
Abstentions: B. Cramer, J. Hollenbach, P. Flemming, J. Morris, R. Stern
 - d) **Read full text of bill here:** https://1drv.ms/b/s!AnwS_DqnT6nMjBTZGEPtdLAc13IM?e=dU0aFGG
 - e) **Associated Op Ed:** [Click Here](#)
- 10) **STANDING COMMITTEES:**
- a) **Sign & Façade:** (2020 Membership: Suzy Whitehorn, Eric Range, Peter Flemming, Tom Honohan, Karen Giambra)
 - i) There were three applications reviewed and referred to the Borough Zoning Officer since the October DDC meeting.

- (1) Noon Tea Creperie, 57 Main Street
 - (2) Gerlach’s Jeweler’s, 67 Main Street
 - (3) The Slipcover Lady, 13 Park Avenue
- 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) **Meeting Notes:** The committee met on October 20 at 5:00 pm. Tom Salaki of Square Acre Studio attended the meeting. There was a substantive discussion on the vision and direction for the METC Park that will help Tom Salaki develop the concept plans for the park. The proposed Adopt-A-Space program was further tweaked and will be shared with the Parks Advisory Committee once finalized.
 - iv) **Next Meeting – December 1, 5:00 pm.**
- d) **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:**
 - **The preferred flag design will be presented to council at an upcoming meeting.**
 - **The RFP for Gateway & Wayfinding Signage has been released by the Borough:**
<https://www.rosenet.org/DocumentCenter/View/10062/RFP-NOTICE>
 - iii) **Next Meeting – Tonight immediately after the DDC meeting.**
- e) **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 is meeting on November 18 at 5:00 pm
 - 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. The plan is to record the event on November 29 and release soon as it is edited.
 - Eric noted the success of the “Fall Back Into the Arts on Waverly” Event held on Waverly place and suggested that “Spring Ahead Into the Arts” should be planned.
 - We are anticipating the installation of the lighting grid at the arts center in December.

iii) **Next Meeting – TBD**

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

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

16) OLD BUSINESS: There was none discussed.

17) NEW BUSINESS: There was none discussed.

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

19) ADJOURNMENT

***Motion** to adjourn at 8:37 pm.*

Moved by: B. Cramer and Seconded by: E. Range

Voice Vote: Unanimous

NEXT MEETING: Thursday, December 17 at 7:15pm, format and location TBD