

Economic Development Advisory Committee

Meeting Minutes: February 5, 2021

Meeting Legal Announcement

The regular meeting of the Economic Development Advisory Committee (EDAC) of the Township of Hanover, County of Morris and State of New Jersey, was held on February 5, 2021 via Zoom web meeting, convening at 8:00 am.

Chairperson Breen announced that adequate and electronic notice for the meeting has been provided in accordance with the Open Public Meetings Act and Emergency Remote Meeting protocol for Local Public Bodies, by posting written notice of the meeting on the bulletin board in the Municipal Building in said Township, on the Township website, and by emailing such notice to the following newspapers: Hanover Eagle, Daily Record, and the Star Ledger.

Roll Call

Present

Dan Breen, Chairperson
Rich Campbell, Vice-Chairperson
Bob Brueno, Member
Anthony Facchino, Member
Tom Hoblitzell, Member
Art Linfante, Member
Susan Shannon, Member
Jeff Struble, Member
Scott Bartell, Alternate
Maria Florio, Alternate
Chris Mattessich, Alternate
Gene Potkay, Alternate
John Ferramosca, Mayor
Thomas "Ace" Gallagher, Dir. Of Planning
Shelby Snow, EDAC Internal Coordinator

Absent

Chris Conklin, Alternate
Paul Elias, Alternate
Blais Brancheau, BA Designee

Review & Approval of Minutes

January 15, 2021

Motion to approve made by Member Shannon and seconded by Director of Planning Gallagher. All members were in favor.

Current Business

EDAC Recommendation – Streamline/Standardize Township's intake/data process

- Mayor Ferramosca stated that EDAC should find out what other towns are doing in this regard.
 - Potentially invite an NJLM representative to a future EDAC meeting to offer insight or best practices.

Hanover Business List + Survey Distribution

- Alternate Potkay described how the survey has been distributed so far. It was posted to the Township website and to a few Facebook groups. Then, using Mailchimp he sent out emails using two purchased email directories. Lastly, he ordered postcards from Vistaprint to be sent out to about 850 businesses. So far the response rate has been low.

Rutgers Placemaking Class

- Member Linfante will act as the EDAC liaison to the class. There are 15 or so students taking the course that will focus entirely on “placemaking” in the Township of Hanover.

Beautification Sites

- Director of Planning Gallagher stated that one contractor would be beautifying the area around all of the “Welcome to Hanover Township” signs in the municipality. He wants EDAC to draft a letter/invitation to other businesses to take on other locations in the municipality.

Christmas Market

- Member Brueno spoke with the Recreation Department and they are on board with helping with the event.
- Alternate Mattessich has heard no response yet from Lake Mohawk on logistics questions he had sent to them.

WPHS FBLA Partnership

- Chairperson Breen asked the group to review the Mission/Vision/Strategy statements of EDAC because in his outreach to the FBLA he was going to share this information with them as a means to introduced who EDAC is and what the group is trying to accomplish.

New Business

Miscellaneous

- New Member Introduction – Scott Bartell
- “Shop Local” & Virtual Event(s)
 - Internal Coordinator Snow shared some information about what Evesham Township is doing for a “shop local” initiative and monthly webinar series (similar to what Hanover’s EDAC wants to do this year).
 - Chairperson Breen discussed some topics and potential guest speakers that could be a part of Hanover’s virtual events.
 - Alternate Florio described what Morristown and Denville have been doing for their “shop local” initiatives and proposed that for Hanover Township Day EDAC could give out “shop local” shopping bags and pamphlets/maps/”passports” with the local businesses listed.
 - Mayor Ferramosca suggested that EDAC team up with the Environmental Commission on the shopping bags.
- Chairperson Breen will be presenting at the next Township Committee meeting on 2/11 about the join demographics study between the Township and the Hanover Board of Education.
- Director of Planning Gallagher has been asked to sit on the Morris County Open Space Trust Fund Committee.

Public Comment

None.

Adjournment

Motion to adjourn made by Member Shannon and seconded by Member Brueno. All members were in favor.
The next meeting of the Economic Development Advisory Committee (EDAC) is scheduled for February 19, 2021.