

February 15, 2019

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 Friday, February 15, 2019 in Conference Room A of the Township Municipal Building, Route 10 and North Jefferson Road in the said Township, convening at 8:00 am.

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

ATTENDANCE:

Present: Chairperson Breen; Members Brueno, Hoblitzell and Sheridan; Mayor Francioli; Alternates Conklin, Elias, Florio, Mian, Potkay and Shannon;

Absent: Vice-Chairperson Campbell; Director of Planning Ferramosca; Members Facchino, Linfante & Struble; Internal Coordinator Snow; and BA Designee Brancheau.

APPROVAL OF MINUTES:

February 1, 2018

CURRENT BUSINESS:

Topic: Website Launch

Discussion: Mayor Francioli asked if the website should have the domain of .gov instead of .com. The group discussed that maybe the Township should purchase several domains to preserve the Township brand. The discussion then turned to emergency notifications. The group suggested that the Township needs a definite strategy in place to handle emergency notifications going forward. There is continued confusion over RAVE and Notify Me. The discussion then turned to the postcard and upcoming marketing opportunities for the new website. The group decided to wait on analytics to see if a postcard would be necessary and talked about sending the press release to the schools for distribution.

Topic: Critical Sites

Discussion:

Pine Plaza: Mayor Francioli updated the group on the current status of Pine Plaza. There are many legal issues involved including Affordable Housing matters. The Mayor also stated that the Township is looking into hiring a consultant to look at "Areas in Need of Redevelopment" around the Township. The Township Connectivity Plan would be incorporated in some way.

Billy's Post Office: Mayor Francioli had no update at this time.

ADJOURNMENT:

The next meeting of the Economic Development Advisory Committee (EDAC) is scheduled for March 1, 2019.