

May 17, 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, May 17, 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; Vice-Chairperson Campbell; Members Facchino, Hoblitzell, Sheridan and Struble; Alternates Conklin, Elias, Florio, Potkay, and Shannon; Mayor Francioli; Director of Planning Ferramosca; and Internal Coordinator Snow;
Guest: Committeeperson Cahill

Absent: Members Brueno & Linfante; Alternate Mian; BA Designee Brancheau

APPROVAL OF MINUTES:

None

CURRENT BUSINESS:

Topic: Critical Sites – Updates / News

Discussion: Director of Planning Ferramosca stated that Bayer was selling off Coppertone and Dr. Scholl's. The buyer of Coppertone, Beiersdorf, is now looking for office space in Whippany for the former Bayer employees being relocated. Director of Planning Ferramosca is asking the group to come up with a few good potential locations so that they can send a letter to Beiersdorf. This sale will close in September. As for Dr. Scholl's, no information is available yet.

Director of Planning Ferramosca revealed that there is a buyer for the rest of Whippany Village (not the including the Firehouse) that will be meeting the Township on Tuesday, the 21st. The plans for this space are for mixed use including units for the affordable housing obligation.

On that note, Mayor Francioli stated that Pine Plaza will finally be revitalized with mixed use in a larger retail space that exists currently, all in line with the Fair Share Housing settlement.

NEW BUSINESS:

Topic: Marketing Hanover / Communications

Discussion: In response to the affordable housing news Alternate Potkay asked how the Township will communicate this in a positive way to the residents. Director of Planning Ferramosca responded that Township Committeeperson Cahill has created an FAQ to be distributed and posted about the housing situation. Member Hoblitzell stated that we can create a page on the website dedicated to this settlement so that all the information can be in one place.

Mayor Francioli stated that he would like to finally implement a social media presence for the Township. The process has to be controlled and ironed out internally as to who will handle it and how it will be handled. Chairperson Breen responded that depending on how the Township wants to do this, a dedicated employee may need to be hired to administer all social

media accounts. It is important for there to be one, unified voice for the Township as opposed to several people posting. Member Hoblitzell responded that the Township needs to relate an official strategy outlining exactly how often the account will post, what content it will post, etc. Mayor Francioli clarifies that he intends for the social media accounts to only mirror the current content on the site, not to create original content. He wants it to be a one-way channel to expand the reach of the current website, not to create dialogue or respond to any comments. Alternate Elias replies that this strategy does not require a full-time communications job position. Chairperson Breen replies that there needs to be a strategy in place when an issue arises and calls for a specific response. He further explains that a Communications position is still needed to address this although maybe not working full-time. Committeeperson Cahill asks if there is a specific goal behind implementing social media or if they want to do this because everyone else is. Mayor Francioli replies that he wants a broader reach because residents are all on Facebook responding to rumors but don't go to the official website for facts. IC Snow asks if the Township creates a Facebook page, would Recreation have to forfeit their page and have it rolled into the official page. Member Hoblitzell responds that there needs to be a subcommittee and strategy in place to address all of this before the page is created. Chairperson Breen states that they should bring in a guest speaker to educate about the legal issues involved with social media.

Topic: Revisit Hanover 2026

Discussion: Chairperson Breen displayed EDAC's Hanover 2026 PowerPoint on the conference room TV and quickly went over what issues persist and what needs to be revisited. Director of Planning Ferramosca would like the group to update this and gauge how the Township is performing.

ADJOURNMENT

The next meeting of the Economic Development Advisory Committee (EDAC) is scheduled for June 7, 2019.