

## Moorestown Economic Advisory Committee: Minutes January 22 2019

### 1) Meeting called to order at 7pm. Roll call:

Present:

- Scott Aschoff
- Michael Babcock
- Caroline Joyce
- Naoji Moriuchi
- Kate Wilson
- Brian Donnelly, Township Council Member
- John Logue, Planning Board Member
- Present for S Pazienza – Annette McGuire

Absent:

- Charles Esposito
- Steve Pazienza, MBA President
- Anthony J. Zappasodi, Director of Community Development

### 2) Election of 2018 Officers:

- Chairperson: Scott Aschoff – Nominated by NJ, seconded by KW. All in favor.
- Vice-chair: Steve Pazienza – Nominated by BD, seconded by SA. All in favor.
- Secretary: Kate Wilson – Nominated by BD, seconded MB. All in favor.

### 3) Adoption of 2019 meeting schedule

- All agreed to recommended schedule (4<sup>th</sup> Tuesday every month). KW to send out invites. (Note - KW absent 2/26)
- Anthony Z to send out agenda and check on attendance 5 business days in advance of meeting.
- Key focus areas for next 2 meetings:
  - February meeting –
    - Focus on brainstorming further around areas outlined below to agree work plan for 2019
    - Anthony Z to update on work in progress that might solve or focus areas outlined below
  - March – review input from Commercial & small business partners (agree who will source in Feb meeting)
  - Steve P to advise on contacts in Lockhead/Baida/Preit and representative local business group.

### 4) Discussion of New Business

- Discussion around the need to deliver bigger picture strategic vision and goals for EDAC (that try to solve longer term systemic issues) alongside more tactical short term, but important deliverables, that drive immediate foot traffic and revenue.
- Initial thoughts on bigger picture strategic focus areas:
  - **Marketing & Optics**
    - Need to sell the town more positively
    - For next meeting, all members to come with examples of best websites that promote Moorestown/competing townships (goal – more visual, engaging, marketing tool with links to functional areas)
    - MBA to help source positive reasons for opening up business (e.g. Hash A Go Go & Maplewood why 08057)
    - Output in March: brief for technical committee on website redesign/look and feel/content areas
  - **Policy & Ordinance Changes – Goal of Picking 3 to really focus on...e.g.**
    - Zoning opportunities – we have lost business to Cherry Hill (MB)
      - Discussed getting a commercial/industrial agent to help us understand what the blocks are to leasing commercial property, what vacancy levels are in town etc. (Naoji M to help source person fro March meeting)
      - John L – looking at renaming certain zones to reduce barrier mindset e.g. new name for Specially Restricted Industrial (SRI)
      - Solve problem areas: e.g. West end Industrial Park (MK development); Dunkin Donuts example – drive though rejected – review more in Feb brainstorm
    - Event & new business ordinances:
      - How to update the township ordinances to make Food Truck events easy and safe (Learning on background check process from 2018)
      - Next steps on micro-brewery?

- New business help:
  - Website link - Steps to get approvals for business (Annette McGuire to share Haddonfield package)
  - MBA to help identify barriers to small business openings that we need to try and solve
- **Understanding Commercial Needs: Steve P to recommend contacts we should talk to**
  - Industrial areas (e.g. MK Development)
  - Commercial areas – What’s stopping Lockhead Martin/Baida from investing in development in Moorestown?
  - Preit mall – what are barriers to growth?
- **Stimulus to help develop brainstorming in above areas:**
  - Delaware Valley Planning Commission presentation might help us to understand bigger objective opportunities (Annette McGuire to share presentation)

**5) Other notes/comments:**

- Stephen P: is it possible to get honoree membership of MBA for 3 officers to enable greater connection between EDAC and MBA and ensure better understanding of issues?
- How do we get more township people involved in this committee? Review application forms from Patti
- Flavors of Moorestown – happening this week.
- Historically – the town tried to help (eg Wing King 25 years ago)
- Local municipality is fairly limited in what they can do due to State guidelines. Tax abatement – only incentive available 3-5 years.
- Council has retained a redevelopment attorney – could help EDAC understand what can/cant be changed.

**6) Public comments:**

- Encouraged that EDAC might move to look at long term systemic issues
- How to divide energy between MBA & EDAC – longer term strategic issues vs short term tactical very important items...we could do more of these.
- How to open up a business – if search Colingswood or Haddonfield it’s easily accessible...Moorestown links to MBA which is all volunteerism.

**7) Meeting Adjourned at 8.35pm – NM/MB**