

Moorestown Economic Development Advisory Committee

March 22nd, 2022 Minutes. Motion to call meeting to order 7:02 by Mr. Hines.

Roll Call

Mark Hines

Chris Scafario

Kate Wilson

Philip Kirschner

Nancy Jamanow - Director of Community Development

Mayor Nicole Gillespie, Moorestown Town Council liaison

Richard Kaye – Apologies

Jim Walsh – Apologies

Craig Dennin (President MBA) - Apologies

Approval of minutes of February 2021

- Mr. Scafario made a motion to approve January minutes – Mr. Kirschner seconded. All in favor - 100%

Council Liaison Update – Mayor Gillespie

- Starting our website redesign process started.
 - Civic plus offering upgrade options – we’re due an upgrade of the base site.
 - It needs a face
 - If anyone wants to be on committee, please let Mayor Gillespie know.
- Rehabilitation – council to look at how we use Rehabilitation in Moorestown.
 - Rehabilitation – if someone wants to upgrade a property, they can be offered a tax abatement for up to 5 years. This could be especially important for Lenola.
 - Rehabilitation – you can focus on one area and have standards for that area.
 - Could be used as a tool to support historic preservation
- Budget being introduced in next council meeting.
- Games of Chance & Alcohol:
 - Ordinance on books from 1950 - towns given an option to opt in or out to games of chance with alcohol. Moorestown opted out.
 - Can only be changed by referendum. PRIET keen to get this referendum done – they would prefer this to happen outside of national elections as stops it being a partisan issue.
 - Referendum is triggered by petitions – which PRIET would have to run and pay for.
- Population is significant enough to have a 7th consumption license – PRIET want this but assume council will look to auction this.
- Police chief Lieber is retiring – looking at replacements for him.
- Monday night. – ordinance 422 up for second reading.
 - State guidance - you may not write a letter of recommendation for more licenses that you can give.
 - This ordinance increases licenses from 4 to 6, so that more letters of support can be written for potential business owners (who still don’t know if they will get a state license)
- April 23rd - Daffodil Day
- Rotary Food Truck starts again – need help – if anyone wants to be involved, please sign up!

Planning & Community Director Report – Nancy Jamanow

- Lockheed Martin – significant plans
- Planning board meeting – subdivision conversation to allow green acres purchase at corner of Garwood
- Cooper waiting for the plans to come in.
- Bell Canto - Mall Multi-family units got final approval last Thursday.
- Penrose did get tax credits for Harper Drive/East Gate development.
 - More likely to get moving next year.
 - This will be a new building all together.

New Business:

- Mayor Gillespie looking for input on EDAC committee charter. This is in reasonable shape compared to
 - Do we want to make MBA president member for duration of their term/allow a sub etc.
 - Do we want to allow Moorestown business owners to be EDAC members etc.
 - Team to review at next EDAC meeting.
 - Powers & duties – there are some thoughts in here that feels like they may be Chamber of Commerce or not
 - MBA – where the overlap/where do we support each other.
 - New business comes to Moorestown, and they have to work through various approvals: Planning board > MEAC > Appearance Committee etc....trying to work out how we make committee roles & responsibilities clearer so it's easier to do business in Moorestown while still maintaining the character of the town.
- Lisa Salerno – Presenting Peace Market
 - Became interested in cannabis after seeing family member going through addiction withdrawal.
 - Applied on March 15th. Tomorrow State is supposed to approve cultivation licenses.
 - Met with Ms. Jamanow and Mr. Aberrant – looking at Pei Wei site at the Mall.
 - PRIET have said there is some interest from MSO (Multi-State Operators) – waiting for PREIT to provide contract for Peiwei.
 - Ms. Salerno – keen to support the local community and answer any questions that will make Moorestown want to support Peace Market.
 - It's a highly regulated inventory.
 - Robust security – double ID checks
 - Working with local education – Rowan is going to be running 3 cannabis linked programs.
 - Financing is in place.
 - Picked Moorestown – liked the focus in the town and the exclusivity that's being offered.

Old Business

Sub-committee – Systemic Issues

- **Parking** – Had a follow up meeting.
 - Municipal parking lot – 10-12 residents using this regularly; employers' employees also using this.
 - Moving towards a parking permit system
 - Jim Walsh looking at parking signage – will meet with Ms. Jamanow to discuss.
 - Still got to be careful that we don't encourage left hand turns into parking lots, so signs need to be carefully placed.

- **Marketing role** – Mr. Kirshner asked if this is going to happen.
 - This won't be in this year's budget
 - Could we use a college intern to be a support to Nancy Jamanow?
 - Marketing resource from the NJSBDC could help put together the job description for a marketing intern. Mr. Scafario to connect back with NJSBDC to explore this area.
 - This group is looking for a more in-depth workshop – Mr. Scafario to work on dates for team to have a zoom call.

- **Township website:**
 - Ms. Wilson to communicate with Ms. Flynn that we should move ahead and make the new content live.
 - We don't want to wait for full rebrand of the website.

Open Comment: Liz Bressi Stoppe 405 Irving Avenue

- **Question:** is there any visual representation of the Mall/update on its overall positioning/branding?
 - Mayor Gillespie – we don't have a full visualization as it's piecemeal. Different pieces look good. Once we have this, we should talk about re-branding the Mall.
 - Ms. Bressi Stoppe – if demolition starts, it would be good if there was a clear update on running list of what's going on.

Motion to adjourn: Mr. Scafario; seconded Mr. Kirschner. All in favor.

EDAC Schedule for 2022:

- Meetings – 4th Tuesday of every month.
- Exceptions: December moving to 13th; no rooms available so we will make this a virtual meeting.