

Moorestown Economic Development Advisory Committee

April 26th, 2022 Minutes. Motion to call meeting to order 7:00 by Mr. Hines.

1. Roll Call

- Mark Hines
- Chris Scafario
- Kate Wilson
- Philip Kirschner
- Mayor Nicole Gillespie, Moorestown Town Council liaison
- Richard Kaye
- Craig Dennin (President MBA)
- Jim Walsh – present by phone.
- Nancy Jamanow - Director of Community Development – absent due to illness.

2. Approval of minutes of March 2021

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

3. Council Liaison Update – Mayor Gillespie

- Affordable Housing – finally have legal compliance approval.
 - This avoids builders’ remedy
 - First thing will be development at the Moorestown Mall – 375 units
 - Second site into construction most likely to be Penrose
 - Borton Landing – Council in litigation with local homeowner.
- Mall next steps
 - We need to think about how to rebrand this.
 - Plan is to have a couple of community listening sessions to get people excited about the vision of what the Mall is going to become.
 - Working with PREIT to look at what else can go into the Mall
 - Census – we think we have the population to get another consumption license (likely auction, likely historical method)
 - We still have another distribution license.
- Mall 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.
- Lenola – done with final design. Needs County approval. Bids in summer – hopefully break ground in the fall.
 - 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

- Main Street – looking at small code tweak to enable new dress store to get signage that welcomes customers. May need a proportional sign amendment e.g. for every x sq feet you can have x sq ft of signage etc.
 - Mr. Kaye – if this ordinance changes, then would it apply to all current businesses? Mayor Gillespie responded and said the ordinance would apply to all businesses so people would be able to upgrade their signs in line with the tweaked ordinance.
- Purchasing a piece of Flying Feather Farm – first open space purchase in years.
- Cannabis licenses – none of the Moorestown potential businesses are approved by State yet. One of the minority owned businesses said PREIT is proving difficult to rent from as they think they're waiting for large national operators. EDAC discussion around supporting minority owned businesses vs national cross state operations. State needs to get licenses issued. Municipality must also issue licenses.
- Kmart site – Mr. Kirshner asked if there's anything that can be done to approve the look of this – sign broken and dangling – site looks abandoned. Mayor Gillespie said she would ask Township Manager.

4) Moorestown Business Association – Craig Denin

- Redoing MBA website completely
- If you want to register for Moorestown Day – you can register via the website. About 100 people are already registered.
- Daffodil Day:
 - a. All feedback was very positive
 - b. Melissa McGraph organized the event – Mr. Kaye commented that she was a total pleasure to work with.
- Mall – Cooper Development:
 - a. Looks like it will be full
 - b. Everyone will be a Cooper employee
 - c. Phase 1 opening Sep 23; phase 2 around Oct 24.
- People – Mr. Denin has a new Treasure and a new Marketing Director.

5) Planning & Community Director Report – Nancy Jamanow – Absent due illness

6) New Business:

- Mural opportunity:
 - 1st Baptist Church – Mr Clifford was concerned this was out of code. Mayor Gillespie to check in with Ms. Jamanow.
 - Where could we have inspiring murals to create Instagramable sites in Moorestown:
 - Community involvement
 - Locations and input from people
 - Side of water treatment building
 - Link in appearance and planning board eventually
 - What drove the Nippers? Moorestown Money magazine – could we do Percheron Ponies?
 - How do we build out the idea of “Moorestown – Home to The Arts”, worming with Perkins to make this a reality.
- Mr. Hines updated EDAC on Mainstreet Music – 15-20 concerts a year – out of Moorestown Theatre location.
- Mr. Kaye - could this grow into Open Mark night?

7. Old Business

Sub-committee – Systemic Issues

- **Parking –**
 - Sign Type C from the 2011 Taylor Design Wayfinding Signage presentation is the team's preferred option.
 - EDAC discussion on using a combination of signs – older style historical signs and then some more directive parking signs.
 - Mr. Kaye – could we make the sponsorship section rotating? Charge for every 2 years?
 - Ms. Jamenow is going to be come back with sign suggestions/potential costs.
 - Municipal Parking Lot definitely being used by long term residences – there are cars there all the time and don't move.
 - Mayor Gillespie to determine whether we're allowed to tow or not. Mr. Hines – would kiosks work? (e.g. Haddonfield have kiosks)
 - Mr. Scafario – have we looked at Parking App?
 - NJSBDC – Mr. Scafario on follow up from Bob:
 - Waiting for group to confirm if they can meet in May.
 - See if they could help put together the job description for a marketing intern.
 - Mr. Hines also suggested getting them involved in Moorestown Theatre – will follow up with Mark Morgan to see if he's heard from them.

- **Township website:**
 - Make small changes to business language in locations section. Make sure map links are in the final site.
 - Check for commonalities/repetition with other towns.
 - We don't want to wait for full rebrand of the website.

- **EDAC charter:**
 - Please read the charter and come prepared to really discuss this next month.
 - Role of committees is to advise council.
 - What's our role vs MBA; number of members etc
 - Share initial reactions by email to enable a good conversation at next month's meeting.

No public comment

Next Meeting: May 24th

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