

# Economic Development Advisory Committee

## Meeting Minutes: January 3, 2020

### Meeting Legal Announcement

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, January 3, 2020 in Conference Room A of the Township Municipal Building, Route 10 and North Jefferson Road in the said Township, convening at 8:00 am.

Mayor Francioli 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.

### Roll Call

#### **Present**

Dan Breen, Member  
Bob Brueno, Member  
Anthony Facchino, Member  
Tom Hoblitzell, Member  
Susan Shannon, Member  
Jeff Struble, Member  
Chris Conklin, Alternate  
Maria Florio, Alternate  
Gene Potkay, Alternate  
John Ferramosca, Director of Planning  
Blais Brancheau, BA Designee  
Ron Francioli, Mayor  
Shelby Snow, EDAC Internal Coordinator

#### **Absent**

Rich Campbell, Member  
Art Linfante, Member  
Paul Elias, Alternate  
Nadia Mian, Alternate

### Review & Approval of Minutes

The minutes of the previous meeting (December 20, 2019) were distributed and reviewed. Mayor Francioli made a motion to approve; Member Struble seconded the motion. All members were in favor.

### Current Business

None at this time.

### New Business

#### **2020 Focus**

- Prior to the meeting, everyone was tasked with choosing 3 tasks that he/she would like to see EDAC focus on in 2020. The most prevalent theme among all of the suggestions was the impact of the new development that is going to be taking place in the Township.
  - These suggestions were compiled/condensed to form a list and distributed to the group as follows:

*"Balancing Redevelopment & Quality of Life" (Hanover 2026)*

- *Identify and advise on local & regional challenges ahead and amenities needed to accommodate them— traffic/transportation/light rail, public improvements, overall economic impact*

- *Research state & federal grants/programs available for funding of improvement projects or redevelopment*
- *Establishing a true Hanover Town Center – potentially through a Special Improvement District (SID)*
- *Advise the Township Committee in pushing for legislative changes to state Affordable Housing mandates and/or the inclusion of amenities in developer agreements*

*Township Communications/Transparency*

- *Assist Township Administration in expanding communications with social media and website – create strategy to overcome barriers (lack of personnel, department silos, legal issues), Communications Officer role development*
- *EDAC as potential resource to residents of new information related to redevelopment – Educate public on process, provide timelines, possible presentations*

*Business Relations*

- *Existing Business Outreach – Business/Twp Relations & Roadblocks (Survey Businesses & Twp. Departments for input on how to improve rapport)*
- *Create a Township Business Retention & Expansion Strategy or research ways the Township can help Hanover business/encourage residents to shop local*
- *Looking to Future – Conduct market study for future trends/projections, Identify and evaluate properties that are performing poorly from an economic development perspective for future redevelopment opportunities*
- *B2B or Broker Event planning*

- From the discussion of the “Balancing Redevelopment & Quality of Life” bullet point, the idea of creating a special task force focused on Hanover’s redevelopment emerged.
  - The task force would ideally consist of representatives from the schools, police department, fire departments, EMS squad, County, etc.
  - If established, EDAC would communicate the status of the redevelopment (with the creation of an official calendar/timeline) & a quarterly summary of the findings of the task force to residents
- From the “Township Communications” bullet point the group again discussed recommending that the Township should hire a new employee to handle social media and public relations for the municipality.
  - *A formal recommendation was made and submitted to the Business Administrator ahead of the January 9<sup>th</sup> Township Committee Meeting.*
- From the last bullet point, Business Relations, it was discussed that the group should host an event this year. There was disagreement over the type of event that should be held. The discussion will continue at the next meeting.

**Public Comment**

**Potential New Alternate Member – Chris Mattesich**

- Chris Mattesich is interested in becoming more involved with the community and would like to join EDAC to “make positive change” in the Township.

**Adjournment**

Motion to adjourn made by Director of Planning Ferramosca and seconded by Member Hoblitzell. All members were in favor.

The next meeting of the Economic Development Advisory Committee (EDAC) is scheduled for January 17, 2020.