

# Economic Development Advisory Committee

## Meeting Minutes: February 19, 2021

### 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 February 19, 2021 via Zoom web meeting, convening at 8:00 am.

Chairperson Breen announced that adequate and electronic notice for the meeting has been provided in accordance with the Open Public Meetings Act and Emergency Remote Meeting protocol for Local Public Bodies, by posting written notice of the meeting on the bulletin board in the Municipal Building in said Township, on the Township website, and by emailing such notice to the following newspapers: Hanover Eagle, Daily Record, and the Star Ledger.

### Roll Call

#### **Present**

Dan Breen, Chairperson  
Rich Campbell, Vice-Chairperson  
Bob Brueno, Member  
Anthony Facchino, Member  
Tom Hoblitzell, Member  
Art Linfante, Member  
Susan Shannon, Member  
Jeff Struble, Member  
Scott Bartell, Alternate  
Paul Elias, Alternate  
Maria Florio, Alternate  
Chris Mattessich, Alternate  
Gene Potkay, Alternate  
John Ferramosca, Mayor  
Shelby Snow, EDAC Internal Coordinator

#### **Absent**

Chris Conklin, Alternate  
Blais Brancheau, BA Designee  
Thomas "Ace" Gallagher, Dir. Of Planning

### Review & Approval of Minutes

None.

### Current Business

#### **Finalize Mission/Vision Statement – Partnership with WPHS FBLA**

- Chairperson Breen will meet with the FBLA director to give an overview of EDAC is and its goals. He shared the PowerPoint he was going to present with and asked if anyone had any input for the presentation.

#### **Hanover Business List + Survey Distribution**

- Alternate Potkay has been sending emails through Mailchimp to the businesses but is only getting about a 10% message open rate. The first round of postcards was misprinted, so Vistaprint is reprinting them and sending them out again. He also discussed working with Google Maps in the future to help local businesses have a presence on there and keep their information up-to-date.

- Alternate Florio asked if the Township has a contact person at the corporations that could respond to the survey. Mayor Ferramosca replied that he would get the Community Affairs officer of the Township to reach out to them.

#### **Rutgers Placemaking Class**

- Member Linfante was going to reach out to Nadia Mian to get an update on the class. After the meeting he shared via email that the class is working on various concepts and ideas. A survey will soon be available for residents to take which will then guide the class on their placemaking strategies.

#### **Christmas Market**

- Alternate Mattessich stated that he believes the first year will be focused on food primarily and as it grows, it will evolve to be more like a craft fair.
- Mayor Ferramosca stated that this event should maybe be combined with the Birchwood Manor's craft show.

#### **Shop Local**

- Alternate Florio shared information and marketing examples from Morristown and Denville's shop local initiatives. In both of these instances, it is not the municipality pushing the effort but rather local organizations.
- The group discussed possibly working with the Rotary or having the FBLA students help with this.

#### **New Business**

None.

#### **Public Comment**

- Kathleen Lawrie – Received the postcard for the survey in the mail. Wants to help the initiative. She is a part of the "Welcome to Our Neighborhood" group and gives out a folder filled with information and handouts for new residents. She offered to distribute the postcards in case any new residents are also business owners or connected to any local business owners.

#### **Adjournment**

Motion to adjourn made by Alternate Potkay and seconded by Mayor Ferramosca. All members were in favor. The next meeting of the Economic Development Advisory Committee (EDAC) is scheduled for March 5, 2021.