

Economic Development Advisory Committee

Meeting Minutes: March 5, 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 March 5, 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
Scott Bartell, Alternate
Chris Conklin, Alternate
Maria Florio, Alternate
Chris Mattessich, Alternate
Gene Potkay, Alternate
John Ferramosca, Mayor
Thomas "Ace" Gallagher, Dir. Of Planning
Shelby Snow, EDAC Internal Coordinator

Absent

Paul Elias, Alternate
Jeff Struble, Member
Blais Brancheau, BA Designee

Review & Approval of Minutes

February 5 + February 19

Motion to approve made by Member Brueno and seconded by Member Shannon. All members were in favor.

Current Business

Hanover Business List + Survey Distribution

- Alternate Potkay described the continued plight of low response rates to the business survey.
 - Alternate Florio asked if we were sure some of the businesses were still in operation?
 - Alternate Potkay stated that he has done drive-bys and some have closed.
 - Internal Coordinator Snow suggested that EDAC just moves forward with the information collected so far and create the directory and post it to the website. Maybe once something concrete is out there it will encourage more to respond.

- Mayor Ferramosca stated that he believes the group should start focusing on the event and that more businesses will attend when a date or agenda is available.

Partnership with the Whippany Park High School (WPHS) FBLA (Future Business Leaders of America)

- Guest Brian Palumbo, Deputy Principal from WPHS, joined the meeting to discuss the proposed EDAC x FBLA partnership.
 - Whippany Park's FBLA organization has about 50 students, 25-30 which are very active within the group.
- Chairperson Breen stated that he will work with Mayor Ferramosca to add 2 auxiliary member slots for FBLA students.

Beautification Sites

- Director of Planning Gallagher described the beautification efforts that are underway within the Township:
 - Wells Fargo/Township "island" – Legal agreement being worked on, plan being created
 - Parsippany Road – Line of site will be better, company chosen and will also be doing one "Welcome to Hanover" sign
 - Other "Welcome to Hanover" signs – one contractor taking all of the remaining signs
 - All sites with pictures will be posted to the Township website, and Director of Planning Gallagher wants EDAC to write a press release about the project.
 - At a future meeting, will discuss Whippany Park High School area.

Christmas Market

- Member Brueno discussed the progress made on the Christmas Market
 - Suggested dates: 12/11 & 12/12 – not to conflict with Hanover Recreation holiday events
 - Only two days for year one, extend in future years
 - Event will be costly – vendors will have to pay for a booth
 - Outreach still must be done to Calais School and the Hanover Board of Education for use of the fields.
- Alternate Mattessich discussed the pathway/School Street that patrons would walk on to the event
 - It is unsafe in its current state - overgrown and the concrete is broken
 - Alternate Florio suggested than maybe an Eagle Scout could take on fixing this path for their service project.
 - Mayor Ferramosca stated that they should talk to the Engineering Department about making this a part of the Hanover Trail system.

Shop Local

- The group discussed whether any "Shop Local" social media should be community-driven or officially overseen by EDAC.
 - Vice-Chairperson Campbell spoke with one of the administrators of the Morristown Shop Local Facebook page and she was a business owner just looking to help her own business and other businesses in town. She has no official affiliation with Morristown.
 - Member Brueno stated that Madison's shop local page was started by someone who eventually went on to work for the municipality. He was going to reach out to learn more.
 - Vice-Chairperson Campbell believes it has to be a local business owner with a vested interest in the success of the page and Alternate Potkay suggested that FBLA could own and run the page.

- Chairperson Breen stated that he thinks the school may run into the same issues as the municipality in running the page legally. He suggested Kathleen Lawrie who attended that previous meeting may be a person willing to run the page in conjunction with her welcome package efforts.

New Business

None.

Public Comment

None.

Adjournment

Motion to adjourn made by Member Campbell and seconded by Member Shannon. All members were in favor. The next meeting of the Economic Development Advisory Committee (EDAC) is scheduled for March 19, 2021.