

## April 5, 2019

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, April 5, 2019 in Conference Room A of the Township Municipal Building, Route 10 and North Jefferson Road in the said Township, convening at 8:00 am.

Chairperson Breen 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.

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**ATTENDANCE:**

**Present:** Chairperson Breen; Members Brueno, Facchino, Hoblitzell, Sheridan and Struble; Alternates Conklin, Florio, Potkay and Mian; Mayor Francioli; Director of Planning Ferramosca; Internal Coordinator Snow; and BA Designee Brancheau  
Guest: Committeeperson Cahill

**Absent:** Vice-Chairperson Campbell; Members Hoblitzell and Linfante; Alternates Elias and Shannon  
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**APPROVAL OF MINUTES:**

March 15, 2018  
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**CURRENT BUSINESS:**

**Topic:** Critical Sites/Subgroup Updates

**Discussion:**

BA Designee Brancheau informed the group that a meeting with Bogey's property broker will be taking place on Tuesday, April 9<sup>th</sup> at 10am with the subgroup.

Mayor Francioli stated that the construction of the Seasons 52 restaurant off of Dryden Way is underway.

Director of Planning Ferramosca stated that there are a few updates with the Pine Plaza development. He mentioned that the Township has met with the owners of Midas and that they might sell the property which would then become a part of the project. He then stated that he has been in discussion with Whole Foods to appeal to them to become the 'anchor' to occupy the space. Whole Foods has plans to segment into a different super market type similar to an Aldi. He has spoken to a Northeast President, Global representative and a broker. An alternate option is Weis Markets. IC Snow asked him if bringing in another food store would cause issues with Shoprite and Wegmans. Director of Planning Ferramosca cited that existing retailers never want to see competition enter their territory but that the Township is not responsible for that side of it. He voiced his opinion that he sees that there is a market for it in this area because East Hanover and Morristown have large populations but very few grocery stores. Alternate Florio replied that she doesn't believe Hanover is under-marketing for food stores as people tend to shop at all of them in the area, not just one.

Director of Planning Ferramosca stated that there is opportunity with Whippany Village now after being stalled for over 10 years. He suggested that they be invited in to meet with either the whole group or the subgroup assigned to that area to see if EDAC can help in any way.

Mayor Francioli stated that the Morris County Mall area is being worked on right now. BA Designee Brancheau met with McDonald's after this EDAC meeting concluded to discuss separating from the shopping center and being a stand-alone restaurant with a drive-through.

Member Brueno suggested that this committee should stay true to its mission of “Retain, Revitalize, Encourage, and Attract.” He explained that ultimately, the companies will make the final determination but EDAC should make an effort to encourage companies to come to Hanover and make Hanover appear as attractive to them as possible.

Chairperson Breen voiced that the sites in question (Pine Plaza & Whippany Village) are not viable or move-in ready. He acknowledged that this is preventing companies from moving in. He further states that nothing has happened with any of the main “Critical Sites” (Whippany Village, Pine Plaza, River Park & Corporate Mailings) the sites since the Hanover 2026 study done a few years ago. Director of Planning Ferramosca responded that two “Area in Need” studies are ongoing (River Park and Pine Plaza) and that by October, the Township will have clarity and specific concept plans for these locations.

Alternate Florio stated that while the larger anchor stores are important, it’s the smaller shops that keep the shopping centers in business. She questioned if there was anything that the Township or the new website can do to inform residents of what stores are already here. The group discussed that signage is a Township-wide issue and Mayor Francioli stated that they will look at it again to see if it can be reworked. Director of Planning Ferramosca responded that the Township cannot market for them. Alternate Florio answered that she was not referring to marketing but rather a welcome message for new businesses or ‘patronize local merchants’ initiative for the website. From an Economic Development standpoint, it should be a goal that the existing businesses in town thrive. Mayor Francioli responded that this is why it is important for the Township to move towards social media.

**Topic:** Website/Communications Next Steps – EDAC Page, Business Menu, Social Media

**Discussion:**

Mayor Francioli mentioned that it may be time for another broker’s meeting. He said that the Township needs to learn from them what the marketplace of Hanover is like right now. After the legal issues with affordable housing are settled, there will be concept plans and information to be released for some of the sites which they hope to get out to broker’s to attract businesses to these locations. Director of Planning Ferramosca stated that September or October should be the target for the broker’s meeting. Chairperson Breen agreed and replied that then they would have the summer to prepare with statistics, graphics, and other materials for the meeting.

Mayor Francioli suggested that the potential sites and information should be posted to the website and advertised. Director of Planning Ferramosca responded that the current renderings for Pine Plaza etc. cannot be posted yet as the Affordable Housing Plan is still pending legal issues.

IC Snow distributed social media policies for other municipalities after the meeting via email (including the Township’s policy adopted in 2015).

Committeeperson Cahill stated that first, the foundation for the social media, the website, should be expanded on. In particular, the EDAC page and Business menu need to be updated with a message or mission statement and then when legally allowed, all the upcoming plans and information for the critical sites. IC Snow further emphasized this by asking the members to take a look at these things on the website and to brainstorm what should be put there this summer.

Alternate Potkay asked if there was a Business Directory or something that could be added to the website. Chairperson Breen responded that the County has these demographics and information and that we could get it from them to put on the site.

**ADJOURNMENT**

The next meeting of the Economic Development Advisory Committee (EDAC) is scheduled for May 3, 2019.