

June 7, 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, June 7, 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.

ATTENDANCE:

Present: Chairperson Breen; Vice-Chairperson Campbell; Members Brueno, Hoblitzell, Linfante, Sheridan and Struble; Alternates Conklin, Elias, Florio, Mian, Potkay, and Shannon; Mayor Francioli; Director of Planning Ferramosca; and Internal Coordinator Snow;
Guest: Committeeperson Cahill

Absent: Member Facchino; BA Designee Brancheau

APPROVAL OF MINUTES:

May 3 + May 17

CURRENT BUSINESS:

Topic: Social Media

Discussion: IC Snow asked Mayor Francioli whether he and the Township Committee have discussed the matter of social media for the Township. The Mayor responded that they were waiting for EDAC to make a recommendation of a process on how to do so. Director of Planning Ferramosca stated that there should be a specific goal in mind to guide the use of the Township's social media. Chairperson Breen then wanted the group to specifically define the goal – "To use social media platforms to issue news that the Township has seen fit to post on its website." Director of Planning Ferramosca replied "to broaden reach." Mayor Francioli stated that another side to the goal was to listen to feedback from residents. Alternate Elias replied that there needs to be a very firm rule to not reply to any comments from residents. Member Hoblitzell agreed that no one from the Township should officially or unofficially reply to any comments. Alternate Florio disagreed and stated that if there is an issue, the Township should reply that they are looking into it or taking action to fix the problem so that the residents know they are being heard. The group debated this to the conclusion that the Township should not respond unless something specifically calls for it as deemed by the Business Administrator. The group took an official vote to formally recommend to the Township Committee that the Township use Twitter and Facebook with the allowance of comments. The vote was unanimous. The social media would only post content from the website through RSS feeds – no extra content would need to be specifically created for social media.

Topic: Website Analytics

Discussion: IC Snow presented a comparison of analytics from the old website to the new website. The statistics showed a huge increase in traffic to the website – 350% and an increase in smartphone traffic that had a direct correlation to a decrease in desktop traffic. Chairperson Breen stated that the group should revisit these statistics in September to see how social media has impacted website traffic.

Topic: Hanover 2026 Updates

Discussion: Chairperson Breen stated that this discussion will take place next meeting as most of the time was taken up by the topic of Social Media. Members need to decide which of the topics they would like to focus on for revisiting Hanover 2026. The four topics are: Communication, Data, Balancing Redevelopment/Quality of Life and Transportation.

Topic: Critical Sites Updates/News

Discussion: Chairperson Breen asked about the status of the Townships Affordable Housing obligations. Director of Planning Ferramosca responded that the issue is ongoing.

The group then discussed the latest news that Barclays would be moving 500 employees from Wilmington, Delaware to their Whippany campus. Mayor Francioli stated that the needs of these employees (and the future thousands of Barclays employees and Coppertone employees discussed last meeting) would need to be looked at from an economic development standpoint for the Township. Where these employees would shop, eat and live should be considered because it could change the scope of the Township. Member Brueno stated that maybe the Township should have 'Welcome' material for these and employees (and new residents) highlighting important information and locations in the area on the website. Member Linfante stated that maybe there should be a 'Welcome' networking event for the corporations and new employees coming in.

Director of Planning Ferramosca stated that Weis markets is interested in moving into Pine Plaza.

Mayor Francioli discussed the new Marriot Hotel that is going where the Red Oak Bank used to be. He stated that they want to fast-track the construction of the hotel.

NEW BUSINESS:

None

ADJOURNMENT

The next meeting of the Economic Development Advisory Committee (EDAC) is scheduled for June 21, 2019.