

HARDYSTON TOWNSHIP ECONOMIC DEVELOPMENT COMMITTEE

Minutes of the Meeting of May 13, 2002

CALL TO ORDER:

Chairman Miller called the meeting to order at 7:45 p.m.

ROLL CALL:

James Vecchio	Present
Michael Aratingi	Present
Bentley Braffet	Excused
Gregg Eisenecker	Present
Stanley Kula	Present
Carl Miller	Present

OTHERS PRESENT: Anne-Marie Wilhelm, Secretary

APPROVAL OF MINUTES: A motion to approve the Hardyston Township Economic Development Committee Minutes of the Meeting of April 8, 2002 was made by James Vecchio and seconded by Michael Aratingi. All were in favor. The motion carried.

NEW BUSINESS:

Presentation by Richard Zeoli, Vice President, Sussex County Economic Development

Partnership: Mr. Zeoli thanked the Commission for their support and investment in the Economic Development Partnership [EDP], a non-profit organization. He stated that the majority of the EDP budget is secured from private investors. Sussex County also contributes funding.

The EDP provides a network for businessmen and membership allows one to participate in the shaping of the county business environment. He stated that the group's mission is to create business opportunities that will complement the natural beauty of the County. The group provides confidential assistance to businessmen in the form of referral services, which identify community groups, government programs, banking institutions committed to assisting businessmen, counseling resources, and information about business issues. The Partnership also offers assistance to municipalities and economic development commissions by serving as a referral source and marketing agent. The services are provided to the business community free of charge.

Mr. Zeoli stated the EDP develops marketing strategies and implements them in an effort to attract business to the county. He stated that 60% of the county population commutes and a goal of the EDP is to reduce this percentage. He presented that Hardyston Township has an impeccable reputation for being business friendly.

Mr. Zeoli presented that within the next ten years, the County is poised to become a tourist destination. He stated that an EDP objective is to keep the residents recreation dollars within the County. He also stated that the image of the County has to change.

With reference to manufacturing business opportunities in Hardyston Township, he stated that the North Church Industrial Park is an ideal industrial site offering water, sewer, and utility services. Chairman Miller stated that the Township has a good idea of what type of industry and business is desirable for the Township and where they want it located. Mr. Miller stated that a goal of the Commission is to attract as well as keep business in the Township.

Mr. Zeoli stated that the EDP is planning a workshop hosting the Small Business Administration in June. He presented that the EDP depends on municipalities to assist in notifying their respective business community members of the group's events. In addition to his meeting with representatives of the respective municipalities, Mr. Zeoli stated that press releases are also utilized. Commission members suggested that Mr. Zeoli utilize the local papers in addition to The New Jersey Herald. Mr. Zeoli also stated that the organization's Web Site is being updated.

Mr. Zeoli was invited to speak at the business appreciation breakfast and agreed to participate if available.

OLD BUSINESS:

Review Goals for 2002: Commission members reviewed a memo from Marianne Smith, Deputy Manager, to the Commission regarding the "goals and tasks to be completed for 2002." Topics of discussion were as follows:

- **Level of Coordination with Franklin EDC** – Chairman Miller stated that he would contact the Franklin EDC Chairman to discuss possible joint planning of the business breakfast.
- **Marketing and Outreach Projects** – With reference to the "Welcome to Hardyston" signs, Chairman Miller stated that contact with Marbeth Boffa is pending. Chairman Miller stated he would like to write an article for the town newsletter identifying the goals and objectives of the EDC. Mr. Kula presented interest in placing a business directory on the township website.

Mr. Vecchio stated that he spoke with Jessica White of the Bergen County Chamber of Commerce regarding a possible marketing presentation to the group. Mr. Vecchio volunteered to work with Chairman Miller on a letter of interest to the Bergen County Chamber of Commerce.

- **Joint Business Breakfast** – Commission members discussed potential speakers. Chairman Miller suggested Don Ross or Doug Ganssle from Intrawest, Inc. Chairman Miller stated that it is important that the businesses know the efforts made by John Eskilson, Township Manager, to stabilize the tax rate in Hardyston Township. He presented an overview of business

breakfasts given in the past and awards given. Commission members discussed possible awardees. Mr. Eisenecker suggested that a variety of businesses be recognized.

- **Industrial/Commercial Property Database** – Commission members reviewed the sample Access program format distributed with the Deputy Manager Update memo. Mr. Kula requested that additional information be forwarded to him via e-mail.
- **Land Use/Economic Development Planning Update – Master Plan** - Chairman Miller presented that the Master Plan process is underway and the EDC will have input in the process. He identified the area north of Rt 94 and of south of Rt. 23, the Industrial Park, the Mercantile Mall, and the Stockholm area as areas which present planning challenges. In preparation for their Master Plan stakeholder interviews, Mr. Vecchio volunteered to lead discussion at the next meeting to develop and define an EDC consensus of what type and quantity of economic development is desired and where it should be placed.

DEPUTY MANAGER’S REPORT: Commission members reviewed a memo dated May 10, 2002, from Marianne Smith, Deputy Manager, which provided a progress update on issues discussed at the last meeting.

CORRESPONDENCE: Commission members reviewed: a letter from Edward C. Croot to Mr. Patrick A. Turze, Property Manager, regarding potential development in the industrial park; a Thursday, May 2, 2002, Advertiser-News South article entitled Smith feted at public managers’ confab; and The New Jersey Herald, Wednesday, May 1, 2002, article entitled, American Academy of Certified Public Managers recognizes Marianne Smith.

Commission members acknowledged Ms. Smith for her accomplishments and commended her for same.

ADJOURNMENT: In view of the late hour, a motion to adjourn was made by Michael Aratingi and seconded by James Vecchio. All were in favor. The motion carried. Chairman Miller adjourned the meeting at 10:15 p.m.

Minutes prepared by:

Anne-Marie Wilhelm

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