

**MINUTES OF THE JOINT  
FRANKLIN BOROUGH  
ECONOMIC DEVELOPMENT COMMITTEE  
AND  
HARDYSTON TOWNSHIP  
ECONOMIC DEVELOPMENT ADVISORY COMMISSION**

**APRIL 8, 2010**

The meeting was called to order at 7:35PM by Chairman Renee Smith

Chairman Smith led the joint EDC's in the flag salute and read the Statement of Compliance. Upon Roll Call:

**Franklin Borough**

Chairman Smith	Present
Mayor Paul Crowley	Present
Suzanne Weeks	Present
Steve Zydon	Present
Donna Miller	Excused
John Postas	Excused
Judy William	Present
Sen. Oroho	Excused
Sec. Jim Kilduff	Present

**Hardyston Township**

Chairman Carl Miler	Present
Stanley Kula	Present
Terry Johnson	Excused
Sec. Anne-Marie Wilhelm	Present

**Old Business:** There was no old business

**New Business:** Mr.Kilduff explained the improvements contemplated with the proposed large retail project.

Mr. Kilduff inquired about the possibility of Hardyston working along with Franklin to lengthen the creeper truck climbing lane on Rt. 23. He said the present lane is too short to work very well for the purpose of allowing slower moving vehicles to stay right as southbound traffic proceeds up Hamburg Mountain. Adding some additional length to the creeper land into Hardyston would help with traffic congestion. Chairman Miller said he would bring it up to the Hardyston Council and see if there were any objections to such a plan.

**Discussion:** Chairman Smith asked about the Business Appreciation Breakfast. Mr. Kilduff said the breakfast was traditionally held every other year and this would be the year to have a breakfast if the two EDC'S were so inclined. EDC Members discussed the cost, location and format. Mr. Kilduff said that he had been contacted by Senator Oroho who had offered to help find a sponsor or cosponsor if the EDC's chose to move forward

with a breakfast. Chairman Miller said Hardyston had already discussed this matter and had decided not to participate this year in a Business Appreciation Breakfast, however Franklin is free to proceed with their own breakfast if they so choose.

Chairman Miller discussed Hardyston projects. Hardyston has implemented a Business Information Series with seminars to help their local businesses. So far, Hardyston has held seminars on Recycling and Cost reduction through Energy Conservation and Alternative Energy.

Chairman Renee Smith asked about websites. Chairman Miller explained what Hardyston is doing and how they had explored this avenue and had identified some of the problems in doing a website like the cost and time involved. He said you have to keep the information updated. Ms. Smith said what about having the businesses update their own information.

Ms. Judy Williams asked about doing a commuter bulletin board on the border between Franklin & Hardyston. She suggested the Hardyston Elementary School as a possible location for such a sign. Chairman Miller said it was a good idea and we could put this on the list of suggestions.

Members discussed various forms of promotion and advertising. Mr. Zydon said he sent out many flyers for his own business and got only one reply. Mr. Chairman Miller discussed the issue of updating a website. Members agreed there should be a way to promote businesses. Ms. Williams said you are promoting businesses; how do you promote by word of mouth. Ms. Smith asked if the towns could work on a website together.

Mr. Miller said Vernon's website cost \$16,000. Ms Weeks said she did a website for her company; it cost about \$5,000 to start. Then maintenance of the site took over. They use an outside company which does the updates 4 times a year. It cost \$2,000.

Members discussed some of the problems and issues. Who will do the website? How will it be updated? How is continuity ensured? Hardyston has explored upgrades to its websites. Does the website have the bandwidth? If you do, how much would it cost? What's the total expenditure?

Chairman Renee Smith asked about topics we [Franklin & Hardyston] can work on together. Mr. Miller said the discussion series provides the most bang for the buck.

Mr. Kilduff announced the next joint meeting is in July.

There being no further business, Chairman Carl Miller made a motion to close the meeting. The motion was seconded by Ms. Suzanne Weeks. The motion was unanimously carried by all members present. The meeting was adjourned at 9:05PM.