

## DEVELOPMENT COMMISSION MEETING 01/06/10

The Development Commission meeting was called to order by Chairman Jack Altman.

Present: Councilman P. Cammarano, Chairman Jack Altman, Vice – Chairman, Kevin Donohue and members L. Griffiths, J. Sabatino Falkenstein, L. Wong, R. Leibfried.

### **Reorganization Meeting**

Reorganization meeting was conducted and J. Altman and K. Donohue were voted Chairman, and Vice Chairman, unanimously. P. Cammarano, suggested that the Commission develop a mission statement to re-focus the intentions and goals of the Development Commission. J. Falkenstein supported the idea and stated that marketing should be one of our most important goals to achieve as a Commission. Marketing would benefit the town and businesses in a positive way. K. Donohue led a discussion of the scope of responsibilities and by-laws of our Commission. He suggested that an annual report be given to the Borough Council and Mayor to keep the Borough informed of the duties and accomplishments of the Commission. Numerous members of the Commission openly asked if it would be more effective to meet on a bi-monthly or quarterly basis. As of this moment, no decision has officially been made as to the frequency in which meetings will be held. At the present time, the Development Commission still meets on a monthly basis.

J. Falkenstein, would like to see clear goals set by the commission and K. Donohue would like us to work with the Mayor and Council in a consistent and continual way. We have been working on ideas, and strategies to create a brochure that will assist in attracting businesses to the Borough. The entire body suggested that a brochure done on the internet in an inexpensive way should be one of our top priorities. L. Griffiths, K. Donohue and P. Cammarano all stated that the movie industry has strong ties to other New Jersey communities and it was felt that it could be a benefit to the Borough to try to explore networking possibilities that would ensure future discussions with employees of the movie industry.

P. Cammarano and J. Falkenstein both want the Commission to collaboratively work on a set of ideas and goals in which future cooperation with the Council would be accomplished. K. Donohue would like more interaction between the Commissions and Boards in the Borough and suggested the internet as a vehicle to accomplish those ideas. K. Donohue suggested that we ask for copies of the Zoning and Planning Board Resolutions. All of the members reiterated the importance of the brochure. J. Altman

stressed the importance of accurate data and technology infusion while we are working on the brochure through a collaborative process. J. Falkenstein, stated the importance of the web page as did P. Cammarano. All of the members suggested studying other municipalities successful strategies when it comes to the brochure and how to market it appropriately.

#### Council Update

P. Cammarano updated the Commission on town business including the Pearl St. parking structure, Renaissance Development, and reported that the borough received a grant for \$ 750,000 for the parking structure. He stated that the building of the structure should be expedited and stated that the Parking Authority brings the Borough \$ 1 million annually. J. Falkenstein expressed a concern that the Borough wouldn't be collecting those revenues while the building of the structure was taking place. L. Griffiths, asked about the timing of the Parking structure with correlation to the Renaissance Development. P. Cammarano stated that the structure would be completed well before the Renaissance Development. Lots, the jitney service, the Greenway and other issues were discussed at the meeting. The Commission would like to thank Councilman Cammarano for his thoughts and assistance in keeping the Commission updated on Borough issues. J. Altman and L. Griffiths both told P. Cammarano that the Borough needs to continue to improve the Borough website and include the brochure and the mission statement of the Commission as a link that residents would be able to use with ease. K. Donohue suggested that the Borough and the Chamber of Commerce think about the possibility of creating a Business Improvement District to improve businesses and the community. The members and P. Cammarano both stated that the idea is controversial and has many positives and negatives but could be researched as to its effectiveness.

J. Altman brought the meeting to a close. January 6, 2010 , Development Commission meeting.