

Economic Development Advisory Commission

August 25, 2014

"The purpose of this Advisory Commission is to assist the Medford Township Council in the development and maintenance of a positive business environment in the community."

Attracting and Supporting Business *(Business Recruitment and Retention)*

EDC In-house Business/Public Relations

- Review & Approve July, 2014 Minutes
- EDC Web Page on Township website
- Community Prospectus- Updates
- MBA: Happy Hour -Feedback
- Main Street NJ Application
- EDC/MBA Social Media and Your Business

5 Commercial Districts

Review/Questions of Reports on each district and its specific needs and concerns

Statistics of available properties and vacancy rates

Make contacts through MBA etc.

- "Crossroads" (Allison)
- Rte 70 Corridor –(Paul) *Rte 70 Corridor Presentation*
- Medford Village - (Mike) *Pop Shop, Book Store, Harvest Roaster, Hoptopus*
 - *Idyllic and Historic Main Streets*
- Shops on Stokes – (Jim)
- Tuckerton + Taunton (Beth)

"Exit interview/forensic study" of why businesses fail/leave Medford

Old Business

- Continue with the recruitment of new businesses town-wide
- Liquor License Bidding status
- "Doing Business in Medford" Brochure Task Force/Flow Chart (Who to do?)

New Business

- Medford Village businesses property maintenance concerns
- EDC Job Fair- Concept for a new annual event

Upcoming Events

- September 17, 2014 "Social Media and Your Business"
- September 27, 2014 Taste of Medford
- September 28, 2014 Autumn with the Animals
- October 11, 2014 Apple Festival
- October 18, 2104 Oktoberfest
- October 25, 2014 Halloween Parade

Physical Improvements (Long Range Goals)

- Pedestrian sidewalk enhancement /speed reduction – Gov't Grants
- Jones Road entry to the Village
- New key map sign at the Gazebo
- A Comprehensive Parking Map for the Village – with a real tally
What is the actual "contribution policy"?
- Town-wide WiFi Hot Spot- New information