Township of Medford
EDC Meeting Minutes/Notes
March 2, 2022 – 7:00 pm @ Medford Town Hall

Present:

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| **EDC** | **NSAC** |
| Abbie Galie | Kathy Cullen |
| Brian Seltzer | Brian Seltzer\* |
| Sarah Cooper | Avril Dickerson |
|  | Tom Wright |
|  | Colleen Stover |
|  | Michelle Voorhees |

Ex Officio: Beth Portocalis of P & Z, Twp. Manager Kathy Burger, Councilwoman Lauren Kochan

Further discussions about the collaboration between EDC & NSAC discussion about adding an EDC Spotlight to the Medford Messenger.

We are not officially merging, just meeting at the same time.

Tom: (NSAC)
NSAC Motion to accept minutes, motion Tom, second Michelle.

HOA Project: updates have been made. Verified who the HOA contacts are. The NSAC plans to check back yearly to insure that their HOA list is updated. - complete

Welcome Kit: Kathy and Tom met to have the document that was the original document from the welcome kit. Kathy Cullen updated this document. Working on reformatting it. But right now it’s able to be uploaded to the website with a revised date. What they want to do is get it out to people, and HOA contacts are who we want to reach to. Also reach out to realtors. Also posted on the Twp website. Discussion about adding a business feature to the “welcome kit” or possibly just a link to the Medford Business Association & Main Street Merchants pages.

Medford Messenger Project: it was to be split into 2 parts, the first part was trying to improve the circulation of it. The second part was adding to it. But the possibility of changing to Constant Contact lead us to put it aside. They want to identify org’s and contacts that they can send a notice out to and ask the org’s to send a note out to their members to have them subscribe to the Medford Messenger. 2800 roughly on the email list right now. Tom is compiling a list of other org’s to advertise the messenger sign up for.

Abbie’s additions for Messenger Contact

Medford Business Association: chantal.capodicasa@td.com president

Main Street Merchants: Abbie Galie / Alex Breux MainStreet08055@gmail.com
South Jersey Pops Orchestra: info@SouthJerseyPops.com / Christian Stebbins

Kathy’s Idea: Women’s Club tried to do this years ago. The idea of a welcome kit. They would assemble bags, with promo’s coupons, etc from local businesses - and bring them to new people in town via their realtor. Counter opinion says people don’t want a pile of junk when they move to sort through. Worries about it being overwhelming with large amounts of moving but the idea definitely has some potential.

EDC:

The updated doc for the listings of google doc with listings/for sale for rent. The idea is we get it updated.

<https://docs.google.com/spreadsheets/d/1KDFTvlcWS4ItulYUIyD2CC_bDOaSgSkz3xZ86Jkn1LM/edit?usp=sharing>

We will send this to the Council monthly starting in April.

Photography Goal: Abbie will take drone imaging, tapping into local photography. Perhaps we could get Jack Hartwig / Dave Borelli to give us some Medford photos to submit to the NJ Film Society. Abbie will contact the NJ Film Commission to see if there’s any limitations.

Legacy Businesses: the Medford Business Association and Main Street Merchants agreed to add a “when did you open” to the applications. We will ask the Rotaries to supply info if they have it.

Main Street: updates on Get Lucky, First Friday, Founders Day
former Wonder World, still possibly honey post

Taunton Forge: USushi opening soon, Roast is expanding. Grocery store opening hopefully soon as approved by Planning Board.

Update on South Jersey Pops Orchestra concert March 13th - 1:15-3pm

Medford selected for **USA Today Go Escape to the North East** story. Beth compiled pics too. It’s going to thousands of places. This is great! A full page ad is $12,500. 1/8 is $1800. What would the ad be? “Medford a great place to eat, play, etc”

Abbie Motion to adjourn at 8:30pm, Tom second.