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## ECONOMIC DEVELOPMENT COMMISSION

Meeting Minutes – March 1, 2023

Town Hall, 49 Union Street, Medford, NJ

Meeting called to order at 7:02 pm

**Present:** Sarah Cooper, Avril Dickerson, David Miller, Brian Seltzer, Michelle Voorhees, Mike Baublitz, Beth Portocalis, (Ex-Officio) , Mike Pagnotta

**Council Liaison & Other Guests/Public in Attendance:** Councilwoman Donna Symons. Visitor: Mike Czyzyk-  
MV Rotary Member

### Approval of Minutes:

Feb. 2023—Ms. Dickerson made a motion to approve; Ms. Cooper seconded. Mr. Pagnotta abstained. Voice vote of all other members approved unanimously.

### New Business



EDC Flyer.doc

1. Flyer approved-
2. Post subcommittee, send everything to all.
3. Survey - #6 eliminate and #2 change. Ms. Portocalis will make changes and send to all. Changing Flyer #2 as well.
4. Review of Mayoral Breakfast Summit. Ms. Voohees will send email summary to all.
5. Business Listing File Update – S. Cooper (Email to be sent out by Ms. Cooper)
  - A. File is recovered from 4/2022
  - B. Document changes
  - C. ? about off sites – give champion?
  - D. Keep Status heading?
  - E. Beth can review assessment records for items one cannot find.
  - F. Please review your areas – timeline – would like to have it presentable by May to council. All have updates by April.
6. While updating, consider handing out surveys. Ms. Portocalis will send to all by end of week.

7. Business Cards

- a. Originally loved cards.
  - b. Ms. Portocalis suggested business card size labels with supplemental info.
  - c. Chairman Miller would like Mission Statement and stamped names of Board members
  - d. Ms. Voorhees – label could have name, contact, website, and mission statement
  - e. Ms. Cooper – wants more personal just as regular business cards  
Mr. Pagnotta – can we have individual/personal cards? Ms. Portocalis reminded all that personal emails should not be given out as correspondence as an EDC member is an open public record
  - f. Ms. Cooper – could we have edc emails; township email; Ms. Portocalis will discuss with the Twp. Manager.
  - g. We could simply cc [edc@medfordtownship.com](mailto:edc@medfordtownship.com) if we use our own email.
  - h. Mr. Seltzer – trifold of Medford #s. Should EDC have? Mr. Miller – yes. Mr. Seltzer will chair new sub-committee with Ms. Dickerson & Ms. Cooper.
  - i. Councilwoman Symons commented that names should be printed on the front on the business cards
  - j. Ms. Voorhees asked if individual cards would be permitted if the Twp. budget allows. A Sub-committee to design new cards will be Chairman Miller, Mr. Pagnotta & Ms. Voorhees.
  - k. Council recognition for milestone businesses. Question arose if this was something that the MBA does? Ms. Portocalis noted it has been discussed for several years, but never implemented. The date/year of opening/establishment in Medford question is on the survey.
8. Safe Streets & Roads for All- Ms. Portocalis announced that the Twp. had received this grant totaling \$200,000 to develop an Action Plan to create safe opportunities for walking and biking. She has been attending webinars to learn more about the grant implementation process & requirements. It will be discussed with Council about facilitating local involvement and input. A goal is to facilitate resident's ability to walk and/or bike to commercial corridors.
9. Main St. Banners – was initially a project of the Woman's Club. Many of the banners are weathered & are showing age. Need funds raised to purchase replacements. Manager Burger would like to know if EDC would take it on. 4 seasons a year, ~55 lamp posts. ~\$50 each. Could be personalized with sponsor's name (individual or business). Consensus of Board members was "it muddies the waters." Mr. Miller, Mr. Pagnotta & Mr. Czyzyk are all members of the Medford Vincentown Rotary and thought that may be a more appropriate non-profit to administer?? Mr. Pagnotta made a motion to NOT take on: Chairman Miller seconded. All were in agreement.

**July Meeting Date Conflict-** July 4<sup>th</sup> council meeting will be 7/5 (firework rain date) EDC will meet Wednesday, July 12<sup>th</sup>. (Previously decided June meeting changed to June 8<sup>th</sup> & the August meeting is cancelled)

**Old Business:**

A.) **Inventory of Commercial Districts/ Updates/Designation of Liaisons:** updated

**1) Crossroads and Fostertown Rd:** Mr. Seltzer will continue as champion, and will also report on Fostertown Road

**2) Route 70 and Marlton Pike:** Mr. Pagnotta will continue as champion

**3) Medford Village and Bank St.:** Ms. Dickerson will serve as champion

- 4) **Shops on Stokes-starting at #338 through Medford Lakes:** Mr. Miller & Ms. Voorhees & Mr. Baublitz will serve as co-champions.
  - 5) **Taunton & Tuckerton & Tomlinson Mill:** Ms. Cooper will continue as champion.
- B.) **Opening a Business Brochure** – late March/Early April (Sub-committee is Ms. Portocalis, Ms. Dickerson, Ms. Cooper & Ms. Voorhees)

**Adjournment:**

Chairman Miller made a motion to adjourn the meeting at 8:24pm. Ms. Cooper seconded. The voice vote was unanimous in favor.

**Next Meeting:** Wed., April 5, 2023 @ 7:00 pm in Town Hall.

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Prepared by Beth Portocalis & Michelle Voorhees