



49 Union Street • Medford • NJ 08055 • 609/654-2608

www.medfordtownship.com

MAIN FAX 609/953-4087

CLERK/FINANCE FAX 609/714-1790

CONSTRUCTION FAX 609/953-7720

PUBLIC WORKS FAX 609/654-7646

ECONOMIC DEVELOPMENT COMMISSION

Meeting Minutes – April 5, 2023

Town Hall, 49 Union Street, Medford, NJ

Meeting called to order at 7:01 pm

Present: Sarah Cooper, Avril Dickerson, David Miller, Brian Seltzer, Michelle Voorhees, Mike Baublitz, Beth Portocalis,

Absent: Mike Pagnotta.

Council Liaison & Other Guests/Public in Attendance: Councilman Rebstock

Approval of Minutes: March 2023—Ms. Dickerson made a motion to approve; Ms. Cooper seconded. Voice vote approved unanimously.

Current Business

1. Google business share file. Shared document that can now be shared as a live document. Ms. Portocalis states with new website a Google account was established for the Township calendar, so this can help with the document. Once this is a Google document, just need to be assured it is a living breathing document that can only be altered internally. Consider disclaimer: Accurate as of _____ date. Info is courtesy.
 - A. Target of May for completion.
 - B. Thus we need to have sites visited and updates to Ms. Cooper by 4/21
 - C. **Inventory of Commercial Districts/ Updates/Designation of Liaisons:**
 - 1) **Crossroads and Fostertown Rd:** Mr. Seltzer will continue as champion, and will also report on Fostertown Road
 - 2) **Route 70:** Mr. Pagnotta will continue as champion
 - 3) **Medford Village:** Ms. Dickerson will serve as Champion
 - 4) **Shops on Stokes-starting at 338 through Medford lakes:** Mr. Miller & Ms. Voorhees & Mr. Baublitz
 - 5) **Taunton & Tuckerton:** Ms. Cooper will continue as champion.
2. Pamphlet needs to go to Council. Sub-committee of Ms. Dickerson & Mr. Seltzer, will move forward colors, design and printing. Consider slot for business cards. Mr. Seltzer to get cost estimates for printing. Mr. Seltzer & Ms. Dickerson will work together to have pamphlet ready by 4/12/23 for Council's meeting on April 18th.
3. **Business Cards-** Sub-committee of Voorhees/Miller/Pagnotta, to include each members name and preferred contact. EDC's email and Ms. Portocalis' phone number go below. Mission statement on back. Would add a stick. Take the next week to come up with pitch, all to send Ms. Voorhees preferred contact name and info this week.

4. Promotional opportunities--New website, possible Nixle like text messages, or LED sign. Ms. Portocalis - should go to the Medford Business Association. Ms. Cooper to chat with Jeanette, MBA. Will bring up. Mr. Seltzer – Medford App not working, yet still could get info out about what is occurring in Medford. Alerts. LED sign- in budget. Discussion about previous proposed MBA LED sign on Route 70 ensued.

5. **Opening a Business Brochure** – Dickerson/Voorhees/Cooper/Seltzer/ Portocalis. Discussion of content and distribution. Overview: PDF is outdated. Looking to target younger generation. Searchable. Live. Electronic delivery. Ms. Portocalis – there is something under the EDC with links. Advise to look at other towns and see how they work. Will have update for May meeting.

6. **Milestone Business** – “Give” to MBA

7. **NJ Film Commission** – Mrs. Burger & Ms. Portocalis have some great photos and drone footage. Need someone to go through and edit with information context. No deadline, approximately 15 images or short videos. Council/Twp. staff would like EDC to run with this. Discussion for possible student intern project. Ms. Portocalis has a contact at lenape High School in the AV program to use as Plan A. Ms. Voorhees has a Plan B. Tabled till May.

New Business:

1. MBA did great brochure on Medford business. Great for new residents.
2. LB Daniels owner has some site ideas: changing into multiple stores, or drive-thru. Beth recommends informal zoning meetings.

Old Business:

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

Adjournment:

Ms. Cooper made a motion to adjourn the meeting at 8:09 pm. Mr. Seltzer seconded. The voice vote was unanimous in favor.

Next Meeting: Wed., May 3, 2023 @ 7:00 pm in Town Hall.