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ECONOMIC DEVELOPMENT COMMISSION

Meeting Minutes – May 3, 2023

Town Hall, 49 Union Street, Medford, NJ

Meeting called to order at 7:04 pm

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

Absent: Mike Pagnotta, Brian Seltzer

Council Liaison & Other Guests/Public in Attendance: Councilwoman Symons

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

Current Business

1. Google business share file. Shared document that can now be shared as a live document. Mike Pagnotta did not update. Sarah Cooper will update Rt. 70. Goal: Next week to Kathy Burger to transmit to Council.
 - A. **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 will divide the stretch into thirds
 - 5) **Taunton & Tuckerton**: Ms. Cooper will continue as champion.
 - B. Can any EDC member be at May 16th Council meeting to present the Commercial property list, and the EDC draft pamphlet with the proposed tag line? Mr. Miller, Ms. Cooper & Ms. Voorhees will attend and present
2. Draft Pamphlet needs to go to Council for approval prior to printing. Mr. Miller and subcommittee looking into pricing of printing. If we remove the business card slit price is distinctly less. BCIT could take it on as a project – Mr. Seltzer communicated with Principle and still no response. Mr. Miller will present pamphlet at May 16 Council meeting. Add tag line to brochure: “Medford – Ready for Business.” Consider: printing courtesy of XXXXX if a local printing business would print at no cost and donate. Ms. Portocalis to work on pamphlet to “jazz it up” for Council’s review.
3. Ms. Portocalis reported that the EDC budget for this year is \$750 total. Individual business cards would be approximately \$200. The printing of the pamphlet would be charged to this line item as well.
4. Fund Raiser for EDC? Ms. Portocalis to review with Mrs. Burger if there are ways to take in the money. Mr. Miller suggested a wine and cheese event. Councilwoman Symons suggested at the new Stokelyn Winery. Sell tickets..... Grazing Affair to cater was suggested.

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5. **Business Cards-** Could have Medford email addresses for each member but would cost approximately \$400 annually. Sarah did research XXXXXMedfordEDC@gmail.com. is available for each member of EDC. Approved Tag Line & mission statemet to be printed on back. Please, everyone make your own Gmail accounts. Ex.: MichelleMedfordEDC@gmail.com. Mikes: Please be MikeB and MikeP
6. MBA luncheon – Ms. Voorhees brought up businesses wish to have “Shop Medford First” return or something akin. Consider Medford Messenger and Township’s Facebook page. Ms. Cooper -Key – no extra administrative needs. Ms. Portocalis to look into any data from previous Shop Medford First. Mr. Baublitz – what about a card like ShopRite (coupon card) – small plastic on key chain. Mr. Miller will reach out to Christi (chamber of commerce). All please research and email.
7. **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. Ms. Portocalis more available after fireworks.
8. **Milestone Business** – “Give” to MBA – confirmed. Will no longer be listed on the Agenda.
9. **Survey** -- to wait for brochure pamphlet and business cards.

New Business:

1. Downtown NJ – Sarah will attend the Liquor Law workshop on 5/9/23 and give update at the next meeting.
2. How do businesses get the council to come to Ribbon or special dates. Ms. Portocalis mentioned the website page to Invite Council to An Event. But she agreed this could be accentuated. EDC can tell businesses as well.
3. Constant contact is new email platform on the new website under development .
4. Medford Art Center’s Art Show & Sale is Saturday, May 6th from 10-4.

Reminder:

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

Adjournment:

Ms. Dickerson made a motion to adjourn the meeting at 8:04 pm. Ms. Voorhees seconded. The voice vote was unanimous in favor.

Next Meeting: Thursday, June 8th, 2023 @ 7:00 pm in Town Hall.