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Economic Development Commission
MEETING MINUTES
Wed., February 7th, 2024 @ 7:00 PM
Medford Town Hall Community Room

I. ROLL CALL

The meeting was called to order at 7:04 pm.

Present: Sarah Cooper, Michelle Voorhees, Avril Dickerson, Luke Gentile, Mike Pagnotta, Mike Baublitz, Darrin Gould, Township Representative Beth Portocalis, Council Rep. Erik Rebstock

Absent: None

II. APPROVAL OF MINUTES – January 3, 2024 meeting Michelle Voorhees made a motion to approve the minutes, seconded by Darrin Gould. Unanimously approved.

Beth Portocalis circulated the oath for all members to sign. She also advised that all communication going forward will be to the EDC email accounts.

III. NEW BUSINESS / POTENTIAL PROJECTS

- a) Wayfinding System, Walking Museum, Connectivity, Branding & Design Standards
 - Previously bought up by Interim Twp. Manager Tom Czerniecki in the January meeting and Sarah Cooper is going to reach out to him on the wayfinding system, walking museum, pedestrian connectivity, branding, and design standards to get more details and examples.
- b) Ideas/Suggestions for use of former Library Building

Erik Rebstock gave the following update on the library building.

 - All in the discussion phase
 - Including the design and the type of business
 - Big picture that will draw people in and not businesses such as office or a daycare

IV. OLD BUSINESS

- a. **Inventory of Vacancies//Commercial Districts Update & Designation of Liaisons**
(Spreadsheet of available commercial properties)

Beth Portocalis: The inventory is now on google docs and can be edited by anyone on EDC; and she has

given everyone access to their EDC email addresses (or preferred email address) Sarah Cooper: Have everyone check their district to make sure it is up to date

1. Crossroads (Route 541 & Church Road)
2. Route 70 Corridor
3. Medford Village
4. Shops on Stokes
5. Tuckerton & Taunton

b. Update on Meetings with any business owners & delivery of surveys – All

Beth: No new surveys have been received, but Beth will check to see if there are any new surveys.

c. Creation & Maintenance of Main Street business directory-QR Code access

Luke Gentile and Michelle Voorhees from sub-committee gave an update on the QR code access. Avril Dickerson is also on the subcommittee.

Luke Gentile commented that:

- We Need the URL direct link to generate the QR code
- Suggested we put the link to the project under the “For Business section of the website

Michelle Voorhees commented that:

- Need a name for the QR program and suggested (Medford Matrix, Medford Mobility, Medford Business Interactive)
- How to get the QR code out there including business cards, little poles with the QR code, and signs.
- Mike Pagnotta: Suggested we can also create stickers for the QR code to put around town
- Sarah Cooper: In order to bring attention to the QR code system we can leverage social media which will help spread the word.

Beth Portocalis commented on the following:

- In order to update the website, all updates will have to go through herself and the 3rd party to update. EDC would create a template that would go to her and then that can go to the 3rd party in order to update the QR URL link. All changes including small changes would go through her.
- EDC will be responsible for maintaining the URL and will reach out to the 3rd party to get the future page of the QR program set up.
- Goal of the QR code is to get all of the businesses on this URL and get a database of all the businesses and events that can be searchable and links to other parts of the township website.
- Councilman Rebstock expressed concerns that maybe the “For Business” page may not be the best place for the URL Link but acknowledged the link to the QR Program can go on multiple spots on the township website.

- Avril Dickerson: Suggested we make the URL to the QR Program be called QRConnection

**Vote: Everyone agreed that the URL Link to be:
“medfordtownship.com/QRConnection”**

- QR Code subcommittee will meet separately to continue on the QR project and take the next steps in getting the layout of the QR code webpage

d. “Opening A Business in Medford” Brochure –

Sarah Cooper: Delay this into we get the QR up and running

1. Updates to the current brochure – Champion/Sub-committee
2. Distribution Ideas & follow-up

e. Other Business:

- Sarah Cooper: Please let her know if anyone is interesting in attending the MBA/EDC Mayoral Summit at the Y Camp on February 29th in the morning from 8 to 10am. The EDC will be there as a participant and have an info table and network.
- Beth Portocalis: Main Street lighting project will begin next week.

V. ADJOURNMENT 8:00 pm: Mike Pagnotta made the motion to adjourn the meeting. Michelle Voorhees seconded. Unanimously approved.

NEXT MEETING: WED., MARCH 6TH @ 7:00 pm – Town Hall