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**MEDFORD TOWNSHIP
ECONOMIC DEVELOPMENT COMMISSION**

MEETING MINUTES

**Wed., March 6th, 2024 @ 7:00 PM
Medford Town Hall Community Room**

I. ROLL CALL

The meeting was called to order at 7:05 pm.

Present: Sarah Cooper, Michelle Voorhees, Luke Gentile, Mike Pagnotta, Darrin Gould,
Township Representative Beth Portocalis, Council Representative Michael Czyzyk

Absent: Avril Dickerson, Mike Baublitz

II. APPROVAL OF MINUTES – February 7, 2024 meeting. Sarah Cooper made a motion to approve the minutes, seconded by Mike Pagnotta. Unanimously approved

III. NEW BUSINESS / POTENTIAL PROJECTS

Wayfinding System, Walking Museum, Ideas/Suggestions for use of former Library Building, Pedestrian Safety & Connectivity, Branding, Design Standards in Commercial Zones

Sarah Cooper: These are items that should be discussed with the Interim Township Manager to see if there is anything Medford can benefit from and narrow the above list to present to council. He will be invited to a future meeting to discuss.

IV. OLD BUSINESS

- a. **Inventory of Vacancies//Commercial Districts Update & Designation of Liaisons**
(Spreadsheet of available commercial properties)
1. Crossroads (Route 541 & Church Road)
 2. Route 70 Corridor
 3. Medford Village

4. Shops on Stokes:
5. Tuckerton & Taunton

In regards to splitting up the Shops on Stokes road business district:

- Michelle Voorhees will cover from La Femmina to Rustic Grill plaza
- Darrin Gould will cover from McDonalds to Spotts Hardware
- Luke Gentile will cover from Ott's to Dynamic Flooring/Medford Lakes border

In regards to open vacancies and General EDC Development:

Mike Czyzyk: The Remedy Group building on Stokes Road. Councilman Czyzyk is aware of a few open vacancies in that building with smaller spaces.

Beth Portocalis: IronStone Village has several vacancies and there has been past discussions with the owners of the space. Improvements have been made and there are several new tenants.

Mike Czyzyk: Wants to know if the township and EDC can we try to do a ribbon cutting for new businesses to push publicity for the new business. He suggests we try to do more of these ribbon cuttings. Beth Portocalis explained that the website has an Invite Council to an Event link; and that the EDC members should mention this when they make visits and try to be present in the ribbon cuttings along with Council.

Beth Portocalis: Chase Bank was looking for a location in Medford; they may be part of the application for the old Old Indian Chief site. Sarah Cooper asked with the bank possibly going where the Old Indian Chief is, will Zallie's liquor license become available? Beth Portocalis replied that she is unaware of the status of that license but Council has been in contact with the Zallie's to use their liquor license or sell it for another business to use.

In other areas such as Taunton & Tuckerton with larger building vacancies, Beth Portocalis mentioned ideas for some of the large commercial vacancies could be urgent care, pet supply store, or even a mini-Target.

Sarah Cooper stated that Beth has sent out the Google doc list of all openings for the business districts to be updated by all to send to Council.

Darrin Gould is going to pull all of the commercial business listing from the MLS and send to the group, so the group can update their perspective districts.

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

Beth Portocalis: Is still in the process of getting the URL link available to get access for the QR code and is redesigning/ consolidating the "For Business" page, Discover Medford, and/or Main Street Medford.

Luke Gentile: We will need a new page for the QR program and the URL to the blank page.

Michelle Voorhees: The sub-committee will meet again to get a layout of what will be on the page.

Michelle Voorhees: Potential for the QR program to have more events within Medford including school plays, bands playing at local restaurants, and overall events in the town.

Beth Portocalis: We should be careful about the promotion of for-profit businesses and the events should be centered on non-profits so there is no push back from businesses who are left out. Let's start out with non-profits like the schools.

Beth Portocalis: QR code idea came about when a business owner on Main Street wanted to put a directory together of all the businesses. This is a starting point that can be built out from there.

Mike Czyzyk: A one stop shop for all businesses, starting at Main Street and then events going on in Medford. Goal for residents and businesses to go to one spot to get information about all of the businesses/ restaurants in Medford. And have the QR codes in the parks and athletic fields so visitors can scan the QR code and know everything going on in Medford at that time.

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

Beth Portocalis: No new surveys received.

Michelle Voorhees: Lets try to push out the surveys again to each district again so we can get more responses. Each survey has a QR code that each business can fill out the form online.

d. Update on MBA/EDC Mayoral Summit – 2/29/24 –

Michelle Voorhees: Smaller attendance than normal but there was discussions on the liquor license that the Town wants them to be in use to better the other businesses that would put them to use. A lot more organizations were present than businesses.

Mike Czyzyk: Likes the format of the summit for businesses that he wants to apply it to a MYAA events to get the residents, organizations, and businesses involved in these events.

e. “Opening A Business in Medford” Brochure

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

No comments on the Medford Brochure – defer until after the QR Code page is up and running

V. ADJOURNMENT 8:07 pm: Sarah Cooper made the motion to adjourn the meeting. Darrin Gould seconded. Unanimously approved.