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**MEDFORD TOWNSHIP  
ECONOMIC DEVELOPMENT COMMISSION MEETING**

**MEETING MINUTES**

**Wed., April 3<sup>rd</sup>, 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, Luke Gentile, Mike Pagnotta, Darrin Gould, Mike Baublitz, Township Representative Beth Portocalis, Council Representative Erik Rebstock

**Absent:** Avril Dickerson

**II. APPROVAL OF MINUTES** – March 6, 2024 meeting. Michelle Voorhees made a motion to approve the minutes, seconded by Darrin Gould. Michael Baublitz abstained. Unanimously approved

**III. 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

Luke Gentile: Make sure everyone has edit access to the Google share doc so the spreadsheet can be edited. Beth to check on this with her co-worker who set it up.

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

See Supplement attachment for additional discussion

Michelle Voorhees: What is the status of the URL/ page for the website

Beth Portocalis: Will get the URL set up under QR Connect under the business page for now

Mike Pagnotta: Is there a way to track web traffic?

Luke Gentile: The Company that runs the backend of the website should be able to provide that

Erik Rebstock: Another idea for the QR Code is to have a sponsor for each QR code

Mike Pagnotta: For events we can have portable signs with the QR Code

Beth Portocalis: Embed the Medford website logo within the QR code to show it is ours

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

Darrin Gould: Talked to David DePetris about the old PNC Bank and Beneficial Bank building and noted that it is currently at a standstill for what can go there. The cost to remove the vault can be costly.

Michelle Voorhees: The bank could be a restaurant that would be a good idea to keep the vault in it, would be a cool experience.

Beth Portocalis: Given the costs to acquire the PNC Bank parcel, a regional or national chain would have the capital available. Or possibly an Urgent Care/Medical Express facility. .

Darrin Gould: The former Ace Hardware lot would also be a good spot for a restaurant and can be a BYOB since there is a liquor store right there.

Darrin Gould: Could the DePetris family possibly put a Chick-Fil -A where the vacated Rite Aid is???

Beth Portocalis: The biggest problem with a Chick-Fil-A would be traffic and obtaining a franchise license

Darrin Gould: Knows someone who would be interested in buying a strip shopping center in Burlington County or investing into an existing one.

**d. “Opening A Business in Medford” Brochure (*\*deferred*)**

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

Sarah Cooper: We can remove this from the agenda for now and revisit later this year after QR Code project is up and running.

#### **IV. NEW BUSINESS / POTENTIAL PROJECTS**

**a.** May Meeting – Discussion with Twp. Manager -- Wayfinding System, Walking Museum, Ideas/Suggestions for use of former Library Building, Pedestrian Safety & Connectivity, Branding, Design Standards in Commercial Zones

**b.** Other

Sarah Copper: Invite Tom for the next meeting to discuss the above items

**V. ADJOURNMENT** 7:58 pm: Mike Pagnotta made the motion to adjourn the meeting. Darrin Gould seconded. Unanimously approved.