

## **Minutes from May 23, 2016 Economic Development Committee**

The May 23, 2016 Economic Development Committee Meeting was held at the Berkeley Township Municipal Building located at 630 Pinewald-Keswick Road, Bayville, New Jersey and called to order by Chairman, Vito Esposito at 7:00 p.m. followed by the salute to the flag. Secretary called the roll call.

Present were George Dohn, Chairman Vito Esposito, Vice-Chairwoman, Debra Fleming, Jason Mroczka, Corey Szatkiewicz, John Bacchione, Council Liaison and Recording Secretary Rosalee Di Pietro.

Absent: John MacMoyle, Sam Cammarato.

**APPROVAL OF MINUTES FROM PREVIOUS MEETING:** April 25, 2016  
Motion by Mr. Dohn, seconded by Mr. Mroczka and carried to approve the minutes of the April 25, 2016 meeting. A roll call was taken. All members were in favor.

5. Correspondence: John Crisafulli AVP & Small Business Banker of Kearny Bank. Chairman Esposito will forward this correspondence he received via email to the members.

6. Guest Speakers: Carmine De Falco, President & CEO of Property Tax Card and Glenn Kaye, Assistant to Carmine De Falco.

A. Subject: Shop Berkeley Property Tax Reward Program

Mr. De Falco introduced himself and stated that they started the program close to four (4) years ago in Marlboro, N.J. and today we are in seventeen (17) townships in N.J. He explained how the program works. The township issues the swipe cards. When a person shops locally in town, a percentage of the sale determined by the merchant goes back to this persons property tax bill. Seventy five percent (75%) goes into a township dedicated account and they keep twenty five percent (25%). Money due to the township will be paid in June. They expect the township to do some marketing for the program. Some towns put a flier in their tax bill so there is no additional cost to the township. There is a \$10.00 a month fee to the merchant to participate. If they need a machine they have to pay for one. They can also process online and they do not need a machine. Mr. De Falco explained the benefits to the merchant regarding the program. Chairman asked if a new merchant comes on how do we let the public know that the new merchant is now a part of this group. Mr. De Falco stated that they do marketing also and send out email blasts, two (2) or three (3) a month to the entire community.

Mr. Kaye asked if the owner of the card need to register the card to become part of the program. Mr. De Falco answered yes. Mr. Dohn asked about some seniors not having a computer. Mr. De Falco stated they have sign up drives or they can also call customer service to register over the telephone. Ms. Fleming asked about the equipment for the merchant regarding the terminal and if the merchant need a special terminal. Mr. De Falco stated that it is a separate terminal from the regular credit card system. The machine is a one (1) time fee. Mr. De Falco explained the programming along with the fee and the interest. The people can check their account online. A customer will receive an email confirming their sale. Mr. Kaye stated that this is a wonderful way to promote your business. The cost of the card is \$1.00. The cost of the machine is \$160.00 and the i.p. cost is \$230.00. Mr. Bacchione asked if there are any contracts. Mr. De Falco stated no and you can opt out at any time. Mr. Kaye also outlined the Tax Reward Program. A question and answer period took place. A few key people will be needed to be a point person to go out on the appointments to promote this program. A Township resolution will be needed. Chairman Esposito will receive updated information from Mr. De Falco regarding this program via email and forward the information to the members via email. Mr. De Falco will also send Chairman Esposito a video regarding this program.

## 7. Old Business:

### A. Role of the EDC.

Chairman Esposito had a meeting today with Administrator Camera and Debra Fleming to discuss the role of the Economic Development Commission regarding what we can or cannot do. They also discussed the possibility of having office space at the Recreation Center on Route 9 as well as for our meetings. Mr. Camera will research this and let us know. It was also discussed to have a quarterly meeting with Mr. Oris instead of having a monthly meeting with him in order to submit information to him when needed. Incentives to promote business is our job and to come up with ideas. We can visit businesses to talk to them if we have something to talk about to help them. A discussion ensued regarding the problems we have bringing businesses into town such as the parking and high rent costs. We need to get a list of businesses in town.

Chairman stated that he could go back to the Ocean County Board of Realtors and get a list of all of the real estate agents and maybe we can meet with them and see what we can do for them. This is something he has done in the past. Chairman wonders why commercial properties are not coming into our town. Chairman stated that we need to have information regarding Berkeley Township listed in brochures for marketing. A budget of \$1,000.00 was also discussed at the meeting with Mr. Camera. We need to create a website with a list of business names posted on it. A form will be needed to be given out to the businesses to include their email address on it in order to get started. Chairman Esposito announced that he has seen nothing at all about Berkeley Township in any brochure and suggests getting in touch with the Ocean County Economic Development Commission to see what we need to do to improve our town. Chairman even checked brochures at the Ocean County Mall and found nothing regarding Berkeley Township. Ms. Debra Fleming spoke about putting the businesses on the website. A discussion ensued regarding how to obtain a list of businesses in our town.

E. Presentation of the Water Ways Commission postponed, more information is to be included in their report.

Chairman contacted Lee Gashlin of the Berkeley Township Waterways Commission who will contact Chairman Esposito when he returns from Florida to make a presentation.

F. Councilman Bacchione will inquire of the mayor and council of their interest on the UE Zone and if so we will be advised.

Mr. Camera had said at the meeting held today that there is nothing going on with the UE Zone and that it is a dead issue.

G. Mr. Bacchione will inquire on the EDC Budget.

H. Report on grants available from the D.O.T. etc., Mr. Oris

Mr. Dohn mentioned that Mr. Oris was supposed to get us a copy of the Town Center plans. Mr. Dohn also spoke about the census figure.

I. Discuss Kearny Bank proposal.

Chairman Esposito received an email regarding Kearny Bank and he will send it out via email. Chairman asked if anything should come up including any suggestions regarding the Economic Development Commission to feel free to email them to him.

8. New Business: Commissioners discussion/reports.

Berkeley Township Assets for Promotion/advertisement for Business growth.

Mr. Bacchione spoke to his contact person regarding the bowling alley and he hasn't heard back. Mr. Dohn stated with a gentleman and he is waiting for a date to discuss the parking. He also spoke about the re-zoning in that area. Mr. Bacchione stated that it should be in a commercial zone. A discussion ensued. Mr. Dohn will meet with someone who will let him know how much it will cost to build the building. He is waiting for a date to meet.

9. Open meeting to the public: None.

10. Upcoming Meeting: Monday, June 20, 2016. Time: 7:00 pm.

Motion by Mr. Szatkiewicz, seconded by Mr. Mroczka and carried the meeting adjourned.

Respectfully submitted,

Rosalee Di Pietro, Recording Secretary  
Berkeley Township Economic Development Commission



