

Minutes from July 25, 2016 Economic Development Committee

The June 20, 2016 Economic Development Committee was cancelled per the Mayor's request. The July 25, 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 Chairman Vito Esposito, George Dohn, Sam Cammarato, Corey Szatkiewicz, and John Bacchione, Council Liaison and Recording Secretary Rosalee Di Pietro.

Absent: Vice-Chairwoman, Debra Fleming, John MacMoyle, and Jason Mroczka.

APPROVAL OF MINUTES FROM PREVIOUS MEETING: May 23, 2016

Motion by Mr. Dohn, seconded by Mr. Szatkiewicz and carried to approve the minutes of the May 23, 2016 meeting. A roll call was taken. All members were in favor.

CORRESPONDENCE: None.

Chairman Esposito announced he received a telephone call from John Crisafulli, Kearny Bank and when Mr. Esposito called him back there was no answer. Mr. Esposito left Mr. Crisafulli a message but did not receive a response back.

Chairman Esposito contacted Lee Gashlin from the Berkeley Township Waterways Commission to give us a presentation and information regarding the commercial zone and Mr. Esposito did not receive any information as to Mr. Gashlin will attend our meeting and is still waiting. Chairman also spoke with Bill McGrath, Chairman of the Berkeley Township Waterways Commission and he will have a meeting with him. We need to have coordination between the boards and agencies of our Township and to receive their input, assist each other and to receive their help. Mr. Esposito feels there is separation between commissions and would like to see unification of the commissions and work together. Everyone agreed.

COMMISSIONER'S REPORTS:

Mr. Dohn reported on the bowling alley stating that Brunswick is not responding back. Mr. Dohn will contact Brunswick tomorrow and if they do not answer, he will go to AMF to let them know we are waiting for a response and that they have the money. They want to keep the business clean and as a family environment. They want to do an impact study. They already have a pocket liquor license. They would like to have small rooms available for presentations, luncheons and economic items. Chairman Esposito offered his help.

A discussion ensued regarding the Master Plan. Chairman Esposito asked about the bowling alley that was in the Beachwood Plaza, since there was one there previously. Mr. Cammarato inquired about a liquor license to be used in the bowling alley regarding an incentive. A discussion ensued.

Another discussion ensued regarding stores for the Beachwood Plaza.

Chairman Esposito announced that we do have a marketing person that was hired. Her name is Debbi Winagracki who is working with the Recreation programs and is helping to promote business in town as well as the Farmers Market. Business Administrator John Camera told Mr. Esposito about this.

OLD BUSINESS:

Chairman Esposito asked Councilman Bacchione if he had any ideas on the budget. Councilman Bacchione answered that we do have a budget and he will find out more information.

Chairman Esposito visited the mall and still has not noticed any information regarding Berkeley Township. He hopes to see information regarding Berkeley Township next year. We need to get ideas to promote and see what is important in Berkeley Township such as canoeing, camping, and the ocean etc., something that we can market. We need to prepare for next year. Mr. Bacchione suggested we need to promote the concerts at Veterans Park. Chairman suggested inviting the Real Estate Agents in town to our meetings for assistance and to also see how many commercial properties are for sale and what kind of business we can do in town. Chairman asked for any ideas from the commissioner's. Chairman feels that if we get the bowling alley, it would be a tremendous asset to Berkeley Township.

Chairman has not heard anything further on the beautification of Route 9, and we should continue to look at this. Chairman had spoken previously about grants for Route 9 but has not heard anything. Chairman had a meeting with Business Administrator, John Camera who mentioned that we cannot put our town in any kind of financial bind. Mr. Esposito announced that he will make every effort to make himself available to any commissioner.

NEW BUSINESS:

Mr. Cammarato stated that he spoke to Branch Manager, Jerilyn Cavatelli from M & T Bank regarding new and existing businesses. She is very interested in her bank offering any services for new or existing businesses. Mr. Cammarato asked Ms. Cavatelli if she would like to have a representative come and speak to our commission sometime in the future to explain what they can offer on new or current businesses. Mr. Esposito feels that this is a great idea. Mr. Dohn also agreed but feels that we would need some type of a pamphlet first to see what they are going to present. Mr. Cammarato would like to see if they may be interested in sponsoring through an ad on a card to pay for those cards to hand out to our residents. He thought the bank could benefit by this as well as the residents. The name of the program is the Property Tax Reward Program. (Carmine DeFalco, President and CEO). A discussion ensued. Mr. Cammarato asked if more than one bank can sponsor the cards and if this was a good idea. Mr. Esposito would also like to have other banks involved. Councilman Bacchione stated that we could ask them. Mr. Cammarato stated he would like to help our local business people besides trying to bring in new business. He suggested preparing a simple questionnaire for the businesses to fill out, but we need to get a list of businesses first to give us suggestions as to how we can help them as a committee to help their business become more successful to succeed. We can also ask if they know of any other businesses outside of our area that would like to settle here in Berkeley Township. Chairman Esposito announced that he has a list of businesses in town which is from 2014 and the list may not be up to date and that we should contact the Real Estate Agencies first. Mr. Cammarato suggesting setting up a local business farmers market type of fair which could benefit our businesses. Chairman asked the members if they thought that this was a good idea. Mr. Dohn suggested having the local business fair on a Saturday from 12:00 to 4:00 pm because it gets darker quicker, and not on a Sunday because football starts in the fall. We just have to find a venue and he thinks that this will work. Mr. Dohn is concerned as to where we can have the business fair and he suggested having the business fair in one of the schools cafeterias. We will need a pamphlet and everyone will get a questionnaire. Chairman Esposito suggested setting up a subcommittee for the local business fair and welcomes the member's ideas.

A discussion ensued regarding a Chamber of Commerce.

Open meeting to the public: None.

Upcoming Meeting: Monday, August 15, 2016. Time: 7:00 pm.

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

Respectfully submitted,

Rosalee Di Pietro, Recording Secretary
Berkeley Township Economic Development Commission

