

GROWTH & REDEVELOPMENT COMMITTEE MEETING
LAWRENCE TOWNSHIP MUNICIPAL BUILDING
LOWER LEVEL CONFERENCE ROOM

January 12, 2010

The following are the minutes of the Growth & Redevelopment Committee Meeting, which was held on January 12, 2010, in the Lawrence Township Municipal Building, Lower Level Conference Room.

Statement of Proper Notice

Adequate notice of the regular meeting of the Lawrence Township Growth & Redevelopment Committee has been provided by filing an annual meeting schedule with the Municipal Clerk, and by filing the agenda with the Municipal Clerk, posting prominently in the Municipal Building, and mailing to the Trenton Times, the Trentonian and the Lawrence Ledger.

The roll was called as follows at 7:40 pm:

Present: Chairperson Christopher Bobbitt, Vice-Chairperson Ryan Kennedy, John Conroy, Kenneth Kiernan, Charles Lavine, Lovette Love, and Kim Taylor

Excused Absence: Mayor Michael Powers, Council Liaison, Cami Granahan, Michael Marion, Elizabeth Donahue, and Karen Vincent-Lavanga

Absent: Leon Kaplan, Board of Education Liaison, Tushar Patel, and Michael Pratico,

Also Present: Pamela Mount,
Andrew Link, Principal Planner/Business Advocate,
Danielle Hickey, Secretary

Election of Officers

Christopher Bobbitt was nominated and unanimously approved as Chairperson.
Ryan Kennedy was nominated and unanimously approved as Vice-Chairperson.

Approval of the Minutes

The December 8, 2009 minutes were approved unanimously.

Public Comment

None

Route 1 Redevelopment Committee Representative & Report

Mr. Conroy discussed the two design workshops that are being discussed for the Route 1 Redevelopment Area. The first workshop will be held on January 25, 2010 from 6-9pm at the Heritage Village Community Room. This workshop is strictly for the interns, the Growth & Redevelopment Committee members, and the Route 1 Redevelopment Committee members. The second workshop will be held on February 8, 2010 from 6-9pm at the Slackwood Firehouse. A simple dinner will be served at this meeting. This workshop will be open to the neighborhood.

The Route 1 Redevelopment Committee would like to have the Gazette and the Lawrence Ledger publicize these workshops. There is a possibility that the interns will be able to present their project at the February Growth & Redevelopment meeting. The Route 1 Redevelopment Committee meets on the 2nd Monday of the month. Ryan Kennedy will serve as the Growth & Redevelopment Committee liaison for the Route 1 Redevelopment Committee for the 2010 year.

Goals & Objectives

The goals and objectives for the Growth & Redevelopment board were listed in the December Minutes.

Meetings Speakers and Venues

Route 1 Intern Presentation – February Meeting
InHouse Marketing Group – March Meeting
BPU/PSE&G Solar Presentation – April Meeting

Mayor Powers would like to talk with InHouse Marketing Group to see what type of maps may be available for Lawrence. Only the people who advertise on the map will be put on the map. They do show public facilities, churches, schools, and parks. Some potential areas to target for this project would be the Village on Rt. 206, the Rt. 1 Corridor, Main St., Eldridge Park, etc. Committee members should think about other communities that would be a good candidate for this map. The Committee would also like to invite Mr. Dennis Waters to attend the February meeting, to see if he has any historic location ideas for the map.

Awards Program

The Awards Program will be held on October 13, 2010 at Rider University. Mordechai Rozanski, the President of Rider will be the speaker for this event. The Awards Program will be moved to Rider because Green Acres upped their prices for the event. The Chamber also chose a Wednesday because the Monday of that week is a holiday and they wanted time to prepare for the Awards Program.

Lawrence Chapter of Mercer County Regional Chamber of Commerce Plans

The Committee would like to contact Randy or Doug from the Mercer County Chamber to see if either one of them would like to become an official member of the Growth and Redevelopment Committee.

Other Business

There was discussion about the Growth & Redevelopment Committee link on the Lawrence Township Website. Committee minutes and agendas should be posted on the website, along with an updated membership list.

Soon, there will be a memo from Mayor Mike Powers regarding Committee goals for 2010.

Toria Williams of Honeywell will be presenting Friday, January 15, 2010 from 8-9pm in the Police and Courts Building. She will be presenting promoting “Community Partners,” and

discussing money incentives for community partners to get \$1000 to seal up your house, \$10,000 to make changes based on the energy audit, and a \$10,000 interest-free loan to do over and beyond what the energy audit requires. One of the concerns of this program is that the contractors must be approved contractors to work in this program. An area that is also of interest is getting local contractors signed up to be certified for this program. However, the committee is unsure of what is involved in getting contractors approved. The committee has discussed holding a meeting/interest session for local contractors to explain to them the process and criteria for getting certified. Another meeting suggested was a meeting for business owners suggesting grants/funding for these incentive programs with Billy Steets. A list of Lawrence businesses should be given to Mr. Link for this meeting. It would also be helpful to invite the building inspector, Tony Cermele to this meeting.

The Committee also discussed the "Buy Local" campaign. Mayor Mount did talk with the manager of the Quaker Bridge Mall to discuss the advantages and disadvantages of the gift card program. The disadvantages include that people steal the visa cards, and then charge \$1,000-\$1,500 right away and there is no trace to who stole the card. Many of the gift cards go missing because employees steal them. In addition, this project would take a lot of advertising. Mayor Mount feels that this project is too big for a township project, and needs to be managed. Mayor Mount will be meeting at the Main Street office on Monday, at 10AM to discuss more ideas for the "buy local" campaign, discussing how to market it, advertise, and how much a program would cost. Another option for the "buy local" campaign that was discussed was a 7% off card. People in the township could purchase this card that would give them 7% (sales tax) off for a year, at places that participate in this program.

On January 29, 2010 from 9AM-3PM there will be a Clean Energy meeting in Bordentown. Call 609-771-2855 for more information.

Questions were asked regarding the new University in Lawrence, Strayer University. It is located off of Rt. 1 by the DMV. It is a business school and is believed to be similar to University of Phoenix.

Currently, there are Census meetings in Lawrence regarding the Mayor's Complete Count Committee. On Friday, January 22, 2010 at noon in the Police Building, there will be a meeting to discuss options on how to get people to fill out these forms. On Wednesday and Thursdays at 7pm and Saturday mornings, at the Police Headquarters, they will be signing people up to work the Complete Count Committee. This will include going out door to door on nights and weekends, asking people to complete their census paperwork. They need people to apply for this program. The phone number to contact people with questions about this program is 609-933-7415. They prefer people who can work in their own neighborhoods to give people answering the door a comfort when asked to complete these forms.

The next meeting will be held on February 9, 2010.

There being no further business to come before the Growth & Redevelopment Committee, the meeting was adjourned at 8:57 P.M.

Danielle N. Hickey,
Growth & Redevelopment Committee Secretary