

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

June 8, 2010

The following are the minutes of the Growth & Redevelopment Committee Meeting, which was held on June 8, 2010, in the Lawrence Township Municipal Building, Council Chambers.

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, Cami Granahan, Lovette Love-Stevens, Michael Marion, Jags Vazirani, Tushar Patel, Karen Vincent-Lavanga, Kim Taylor, Michael Pratico, and John Conroy

Excused Absence: Charles Lavine, James Cordingley, and Elizabeth Donahue.

Absent: Kenneth Kiernan

Also Present: Andrew Link, Principal Planner/Business Advocate

Approval of the Minutes

The May 11, 2010 minutes were unanimously approved.

Public Comment

None

Loyalty Card Project

Howard Nelson, President of Lawrenceville Main Street (LMS), addressed the Committee about the loyalty card project. He was accompanied by Paul Schindel who will be involved with marketing. Jimmy Stewart of Meramak, The Bankcard Center, had previously presented the card issue to the Committee in February. Meramak does transaction processing for credit cards, debit cards, gift cards, and loyalty cards.

Mr. Nelson considers the card to be a “sustainable” initiative. LMS would like the Township to apply for a \$25,000 grant offered by Walmart through Sustainable Jersey. The grant would be passed through the Township to LMS. LMS would use the grant to pay for expenses not recovered from fees from participating businesses.

17,000 cards will be distributed to both residents and non-residents. 250 Township businesses are expected to participate and have the technology to swipe the cards. Each business will pay \$20 per month. There will be a per transaction fee of two to five cents. Card users will be required to submit their street address. The use of the cards will be tracked and available to the business owners, Meramak, and LMS.

A website to be available to card holders is being constructed by Mr. Schindel and Meramak. Points will be accrued by card holders which they may redeem for special offers posted on the website. The website will be managed by Meramak.

There was a discussion about public support for a private venture. Michael Pratico said that this program will promote Township businesses and that the Committee, in its capacity as advisory to Council, should recommend its support. John Conroy agreed that this is the purpose of the Committee to support business friendly initiatives.

Michael Marion moved that the Committee recommend to the Township Council that it should support the application for the grant because it supports a program that promotes Township businesses. Kim Taylor seconded the motion. The motion was unanimously carried.

A September launch of the project is planned.

Route 1 Redevelopment Committee

Mr. Conroy suggested inviting the Route 1 Redevelopment Committee to attend the July meeting. This will be done. He suggested having joint meetings with them for the remainder of the year. Ultimately, he would like to see the Route 1 Committee folded back into the Growth & Redevelopment Committee.

Inhouse Map Project

Inhouse provided examples of its recently completed Pennington project. They asked for review and comment. The Committee offered to review a draft of the Lawrence Township map when it is available. If Inhouse can send a PDF file, the Committee members will review it and compile their responses.

Meeting Speakers and Venues

Mr. Conroy said that the Route 1 interns will need to be reassembled at some future time.

Chairman Bobbitt is working to arrange a fall presentation by the BPU along with banking representatives.

GEPNA has recently reorganized. They will be invited to a future meeting.

Ryan Kennedy said that Bordentown has a successful redevelopment committee. Mr. Conroy said the Hightstown does as well. Mr. Pratico will see about arranging a meeting at Hightstown with representatives of the group to offer a tour.

Awards Program

Cami Granahan said that the request for nominations and press release should go out in early July. The Committee will wait to hear from Councilman Powers about reworking one of the awards to honor Beatrice Goldberg.

Possible sponsors will be contacted by the following:

First Choice Bank – Michael Marion

Kravco Simon – John Conroy

Saker ShopRites – Cami Granahan

Mercedes Benz – Ryan Kennedy

Brandywine – John Conroy

Other Business

Mr. Marion noted that Hamilton is holding a business exposition in conjunction with a “taste of Hamilton” food event.

Jags Vazirani suggested that the Committee should survey businesses to see what their concerns may be. He will prepare a draft for the next meeting. This could be included with the programs at the awards program as a start. The Township website could be employed to get the survey out.

The next meeting will be held on July 13, 2010.

There being no further business to come before the Growth & Redevelopment Committee, the meeting was adjourned at 9:20 P.M.

J. Andrew Link
Principal Planner