

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

March 9, 2010

The following are the minutes of the Growth & Redevelopment Committee Meeting, which was held on March 9, 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 7:36 pm:

Present: Chairperson Christopher Bobbitt, Vice-Chairperson Ryan Kennedy, James Cordingley, Lovette Love-Stevens, Michael Marion, Michael Pratico, Jags Vazirani, Karen Vincent-Lavanga, Kim Taylor

Excused Absence: Mayor Michael Powers, Council Liaison, John Conroy, Elizabeth Donahue

Absent: Cami Granahan, Kenneth Kiernan, Charles Lavine, Tushar Patel

Also Present: Pamela Mount, Councilwoman,
Leon Kaplan, Board of Education Liaison,
Andrew Link, Principal Planner/Business Advocate,
Danielle Hickey, Secretary

Approval of the Minutes

The January 12, 2010 minutes were unanimously approved.

Public Comment

None

Inhouse Marketing Group (map) Follow-up

Mr. Michael Briehler and Mr. Kinley Borden attended the meeting to discuss Inhouse Marketing Group and the Community Map Overview. Mr. Briehler discussed that each town may run the map program differently and request additional maps for certain events or at different times of the year. For advertising, they may focus on larger companies with a lot of employees, so the companies may distribute these maps to their employees to help them find local businesses to eat at, shop at, etc. The maps are paid for by the companies that purchase advertising space on the map. The advertisement spots are also taken on a first come, first serve basis. The only businesses that will be on the map will be the ones that purchase advertisement

space on the map, in addition to the township buildings, schools, parks, churches, primary roads, etc.

There are 104-108 advertisers on each map. The tri-fold map can be mailed out by businesses. Each advertiser receives 250 maps at the start, businesses are able to request more as they need it or for special events. Inhouse provides the holders for the maps at the various locations. Businesses can purchase more than one advertising space, for example, Pennington School purchased four advertisement spaces, and incorporated the maps with the new student information packet. In 2011, the map will become interactive, and people will be able to link to the map off of the Township website. Councilwoman Mount would like to talk with the historic committee to see what they would like on the map.

Ideally, Inhouse would like to have one Township contact person to tell them where and what buildings/parks need to go on the map. They would like to shoot for a map completion date of October 2011. They would do a 15-month program, and businesses would pay \$495 for the 15 months. They could revisit in September 2011 to see if any businesses want to be added or taken off.

Goals and Objectives

The goals and objectives have been discussed in depth and can be taken off as an agenda item. Briefly, the goals include the Awards Ceremony, to work in collaboration with the Chamber, to work on the Lawrence Card and with the Small Business Development Committee, find ways to increase sustainability, and participation in community day.

Meeting Speakers and Venues

Lawrence had two good meetings on energy presented by BPU, and PSE&G on Solar Panels and energy conservation techniques. They talked about incentives for businesses to change and update their businesses. There needs to be a way to better get the word out to these businesses about these programs, and also a way to set up funding. Possibilities for next speakers could be someone from First Choice or Roma to present on possible funding from the banks for these programs. Another possible speaker is to have in the company who certifies the construction companies to be able to participate in these types of programs.

Another speaker possibility is a Solar Panel company. Currently, it is more attractive for the businesses than the homeowners to put up solar panels. Rider University is going to rent land and put up solar panels. Lawrenceville School is going to put up a 30-acre solar panel display. They have already done an environmental study on the property. Rider's display will be by the highway.

This committee would like to have a solar panel speaker and get the Chamber involved to help PR the event. It was also suggested to have an "Ask the Mayor" event with the local businesses.

The committee would also like to have a meeting at GEPNA or Lawrenceville Main Street.

Other Business

On April 7, 2010, at 8:00AM, there will be a State of the Township Address at Rider University. The State of the Township address is posted on the Chamber website.

On March 25, 2010, the Mercer Chamber will be having a combined meeting with Hopewell and Lawrence at the Princeton Corporate South Complex in Ewing from 5:30-7:30PM.

Councilwoman Mount discussed her "Rain Barrel" initiative. On March 25, 2010, Sustainable Lawrence will be having a Rain Barrel workshop. On April 24, 2010, the Nature Center will have a Family Rain Barrel Painting Day in conjunction with Earth Day.

The Lawrence Cards will be launched this April. They need 75-80 businesses to have a presence in town.

The Committee has asked for a list of the CO reports and any significant Planning/Zoning meetings to be distributed at the meetings.

The Mercer County Economic Summit will be held on March 24, 2010 at Mercer County Community College from 1-6PM. The cost is \$60.

There will be a Green Everything presentation on March 20, 2010 from 10-4 at the James Kerney Center of Mercer County College in Trenton, NJ.

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

There being no further business to come before the Growth & Redevelopment Committee, the meeting was adjourned at 9:15 P.M.

Danielle N. Hickey,
Growth & Redevelopment Committee Secretary