

GROWTH & REDEVELOPMENT COMMITTEE MEETING MINUTES
May 8, 2012

The following are the minutes of the Growth & Redevelopment Committee Meeting, which was held on Tuesday, May 8, 2012, at 6:40 p.m., in the Lawrence Township Municipal Building, Lower Level Conference Room.

I. 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.

I. Roll Call

The roll was called as follows at 6:40 p.m.:

Present: Christopher Bobbitt, Ryan Kennedy, Lovette Love-Stevens, Tushar Patel, Donald Little, Reza Asgari, John Conroy, John Schloesser, Danielle Delprato

Excused Absence: Karen Vincent-Lavanga, Charles Lavine, Donald Addison

Absent: Jags Vazirani, David Mizenko, William Zimmer, Kurt Koevenig, Michel Franc, Cathleen Lewis, Council Liaison; Bruce Nahan, Lawrence High School, Deborah Cherry, Board of Education Liaison

Also Present: Andrew Link, Principal Planner/Business Advocate, Susan Snook, Secretary

II. Approval of Minutes:

The March 13, 2012 minutes were unanimously approved.

III. Awards Program (October 10):

Chairperson Bobbitt stated there are no speakers as of yet. Vice Chairperson Kennedy stated he will check with Jude from the Mercer Council; however, he stated it will be a speaker from the Quaker Bridge Mall.

Mr. Link stated he will take care of doing the nominations as well as the press package. Vice Chairperson Kennedy stated we should start getting the relationships for sponsors. Mr. Link stated there are eight (8) awards and last year we had seven (7) because we did not aware the Residential category. The list of sponsors from last year included: Stark and Stark, Brandywine Realty Trust, First Choice Bank, Howard Johnson, Hill Wallack, Shop Rites and Roma Bank. Chairperson Kennedy volunteered to contact Mercedes, First Choice Bank and are Stark & Stark (Rachel Stark is the head of the Lawrence Chapter of the Chamber). The amounts of the awards \$275 and the Mayor's is \$300.00.

A question was asked if the prices are working and it breaks even. Mrs. G's should be asked to be a sponsor.

There was a brief discussion regarding the old New York Deli site. Princeton Porsche will be leasing the site, and will move all the new cars to that location and the old site will be for used car sales.

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It has been decided that the bowls will be from the same local potter. It was suggested to ask Colonial Bowling Lanes and Porsche to be sponsors. Mr. Conroy will contact Roma Bank to see if they will be a sponsor, as well as Brandywine Realty Trust. Mr. Link to supply the number to Mr. Conroy.

The Board wanted to know the winners from 2011. They were Colonial Lanes, Parsons Brinckerhoff, Purple Cow, The Romy Buerano Insurance Agency, Subs & Bites @2480 Route 1 Lawrenceville, Pamela H. Mount; Fred Vereen, Jr.

The Awards Ceremony starts at 8:00 a.m. and officially starts at 8:30 a.m. Mr. Addison was volunteered to ask Mrs. G's. and Ms. Delprato will ask Parsons Brinckerhoff.

IV. New Business Outreach:

Letter: Vice Chairperson Kennedy will send out the revised letter to everyone on the Committee. Mr. Link stated Mr. Addison, at the last meeting, made a point that we should not refer to large and small businesses because it is insulting to people in small businesses because they do not like the terminology; however, we do have a small and large business category; so the question was asked if we should change the terminology for the awards and it was agreed to keep it as is.

It was also discussed about the number of employees a business had. It was mentioned that we received some feedback from the small business award that they felt intimidated and the problem was it was the large business award and Brandywine who came first and gave a scenario of the work and then the small business came in second, so we should be aware of where we place the businesses. Vice Chairperson Kennedy stated he will check to see if there is another word we could use for "small".

Meet with Businesses: Vice Chairperson Kennedy spoke about the cash mob in Hamilton. It is basically organized liked a grass roots organized promotion of the business where people who volunteer and go that business.

V. Route One Redevelopment

There is currently no new information.

VI. Business Visibility for 2014 Special Olympics

Vice Chairperson Kennedy is trying to work on some type of program, whether it will be joint with the Chamber or just with the GRC Committee at the Special Olympics headquarters for a way to attract attention into the Olympics and so businesses can understand what is going on and how they can take advantage of the program. Councilwoman Lewis is helping and maybe there will be a sub-committee. If anyone has any thoughts, they can reach out to Vice Chairperson Kennedy.

VII. Joint Efforts with GEPNA

Chairperson Bobbitt stated Colonial Heights represents the neighborhood and is more than just the businesses. They are be involved with the Route 1 development because they are part of that zone from Cherry Tree Lane to the Circle. Chairperson Bobbitt will reach out to GEPNA & Colonial Heights to try to set up a meeting.

IX. Meeting Speakers and Venues

There is a standing invitation to meet at Mrs. G's for June 12th at 6:30 p.m. Chairperson Bobbitt would like to meet at Colonial Lanes and will ask if the Committee can meet there in October. The November meeting will try for a retail consultant speaker and leave the summer open for lack of quorum.

Mr. Link handed out a list of the current business distributed by the Fire Marshal's Office dated May 8, 2012, copy attached.

X. Other Business

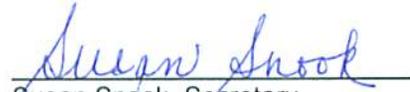
Mr. Asgari asked if we are going to meet with the new businesses and he would volunteer to welcome the new businesses to the Township and what their requirements would be and help them get off the ground. He also suggested meeting at their sites.

Vice Chairperson Kennedy stated the first step will do the letter and introduce ourselves and then check out the business and meet with them.

Mr. Addison had previously given information about the old Merry-Go-Round site on Princeton Avenue, which is now Asian Fusion who also owns the Palace of Asia in Princeton. The Chamber is aware of the business and there will be a ribbon cutting, no date has been set. It was also stated there is a new owner of the Asian Bistro at the Lawrence Shopping Center and a new massage center on the strip mall on Brunswick Avenue and Allen Lane, while the R & S is still vacant.

There being no further business, the meeting was adjourned at 7:10 p.m.

The next meeting will be held on June 12, 2012 at Mrs. G's located on Route 1.



Susan Snook, Secretary
Growth & Redevelopment Committee