

GROWTH & REDEVELOPMENT COMMITTEE MEETING MINUTES
April 9, 2013

The following are the minutes of the Growth & Redevelopment Committee Meeting, which was held on Tuesday, April 9, 2013, at 6:30 p.m., 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 6:40 p.m.:

Present: Christopher Bobbitt, Ryan Kennedy, Tushar Patel, John Conroy, John Schloesser, Max Ramos, Melissa Saunders

Excused Absence: Charles Lavine, Cathleen Lewis, Council Liaison

Absent: Lovette Love-Stevens, Jags Vazirani, Karen Vincent-Lavanga, Donald Little, Michel Franc, Reza Asgari, Danielle Delprato, Howard Nelson,

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

Awards Program Planning with Chamber:

Vice Chairperson Kennedy explained what happened at the last meeting of March 12, 2013 with regard to the Awards Ceremony and how the Board can add a few touches to make it a Lawrence event. A few ideas were farm to table and locally grown items. It was mentioned to make it possible "Edible Lawrence or New Jersey" as a theme; also focusing on finding a speaker. The take away was a lot of elements that go into a successful event and the Board has the ability to help.

Mr. Conroy stated the Board knows the ticket price; however, what did it cover and did the Chamber put in additional monies for food, sponsors, the location. Mr. Conroy stated it looks and feels like a Chamber event; when it was first started it felt like a Lawrence Township event and since the Chamber is more involved, it is more like a Chamber event. So the Board would like to help so it is a Chamber and Lawrence event.

Jude Martin-Cianfano of the Chamber was invited to the meeting and she asked what brought the Township to the Chamber for this event. Mr. Patel stated he thought it was when Jeff Perlman was the Chairperson many years ago and he handed it over to the Chamber. Ms. Martin-Cianfano stated the Chamber changed its branding and it was able to use this event to incorporate that new branding and economic development and she had more ideas to make bigger and better, but did not realize that the Board felt that the Chamber was taking it over. The Chamber was just trying to give it more press and get more excitement. Vice Chairperson Kennedy would like the Committee to step up and be more active.

Ms. Martin-Cianfano stated the Chamber has 276 events and would be happy to have the Board's help. Mr. Addison stated that we have to get a data base. There needs to be a buildable process and the Chamber could help us; where we could get the data base, what the cost would be and this would build a relationship instead of a domination.

GROWTH & REDEVELOPMENT COMMITTEE MEETING MINUTES

April 9, 2013

Page 2

Chairperson Bobbitt stated that we as the Committee do not understand the cost besides presenting the Awards winners. Ms. Martin-Cianfano stated she stays in touch with Mr. Link and Mr. Kennedy to consult with and we should work as a committee. She continued to state that most Townships have a sub-committee that has 8 to 10 people and plan out how many events they will have for the year, the locations and the possible speakers and she suggested maybe this Board should get a sub-committee. It is however the Board wants to run it. The Chamber has a certain budget they have to meet and they put on the event for the ticket price to pay for the event and we have the sponsorship dollars which pays for future programs and expenses for the Chamber because they are non-profit. The Chamber would prefer a member; however, if they want to donate their costs and donate all the food and not charge anything; we make people sponsors.

Ms. Martin-Cianfano suggested Terhune Orchards or Mrs. G's to hold an event, which are both Chamber members or other farms and can't expect every farm to be a member. Mr. Conroy stated not to have the Awards Ceremony on the farm; to have the farm come to us and suggested Special Olympics, Chauncey Center, Brandywine and the Bowling Lanes. Mr. Conroy stated the Quaker Bridge Mall was not such a good location because the tables were too close. Ms. Martin-Cianfano stated it was double the number of people at this Awards Ceremony.

Chairperson Bobbitt stated how many people was just a surprise. Ms. Martin-Cianfano stated it was the way it was marketed, "economic development" and when people hear this they come and using the Chambers new brand name and talking about the new exciting things happening at the Mall, members came to the ceremony. Vice Chairperson Kennedy stated we need to get a sub-committee together and getting the list from the Chamber and contacting more Lawrence businesses included.

Ms. Mount stated this is the year for Special Olympics and are going to have thousands of people in 2014 and the Chamber is doing the pr stuff and the Committee has to step up and tell the Chamber all the good things we have going on here. Ms. Mount stated we do not have any booklets showing the parks, places to eat, and any of the businesses and maybe having the breakfast at Special Olympics that would draw the other businesses in Town. Ms. Martin-Cianfano stated the Chamber has a program that is reaching out to all the businesses so they can go to this one web-site and figure out how to get these people there. Ms. Martin-Cianfano stated she was going to have it at the Mall again; however, Special Olympics would be a good location because it is centrally located and the size is perfect and she will contact them.

Ms. Mount suggested that Special Olympics should meet with us and see how they feel about buying local and Ms. Martin-Cianfano stated this is already in the works. Chairperson Bobbitt stated that we are going to step up and reach out to the businesses and that will give it a Lawrence spin. Ms. Mount suggested maybe Lawrence could do a hospitality tent for people who are out of towners for the Special Olympics. Mr. Addison stated get a sub-committee to work with the Chamber and Special Olympics to build a foundation.

Ms. Martin-Cianfano stated that the Board has to come up with a hospitality theme for this event. Ms. Mount stated we call Lawrence "The Heart of Mercer County". Ms. Mount is here to talk about collaborating with Sustainable Lawrence to outline an idea on having lunches and events throughout the fall for businesses to focus on sustainability and would like to collaborate with this committee. She mentioned that the Sustainable Committee would also work on the idea of the Special Olympics for identifying high points of Lawrence Township and trying to put together a booklet or a web site. It was stated it would be a lunch and learn. The event at the high school was the same group and there were 60 vendors. Ms. Martin-Cianfano stated you need to get a data base of the consumers as well as the vendors. Ms. Mount stated it should not cost anything, people pay for their lunches and speakers are free.

GROWTH & REDEVELOPMENT COMMITTEE MEETING MINUTES

April 9, 2013

Page 3

Ms. Martin-Cianfano stated that the Chamber awards, Emmy awards for businesses, out of 60,000 bodies out of the 1,000+ businesses that are members, only 30 businesses are nominated. Vice Chairperson Kennedy asked if the Chapter could reach out to Rachel and get them involved. Ms. Martin-Cianfano stated she used to be invited to the meetings and include Rachel, we would get more attendance.

Mr. Conroy stated we have the date and get the venue at Special Olympics and then a speaker is needed. We are trying to promote Lawrence with maybe some type of food and we are trying to promote Special Olympics, maybe we need to work more with the Chamber and have a speaker who knows what is happening at the Special Olympics. Mr. Martin-Cianfano suggested Mark Edenzon again and always had over 100 people in attendance. Chairperson Bobbitt stated Mr. Prunetti or the marketing group and see where they are coming from and we can work together on that and we can put out a message and say we are Lawrence Township and we are the heart of Mercer County.

Ms. Martin-Cianfano asked who was the lead and co-lead of the Committee and suggested that they send an e-mail to Mr. Prunetti to request a meeting and talk about Special Olympics and Ms. Martin-Cianfano will be included in that meeting. Mr. Prunetti can share the vision of the partnership with the Chamber and then we can see what is going on and move forward. Ms. Martin-Cianfano suggested finding a caterer to buy local farm food to serve at the Awards Ceremony. There are 15 farms in Lawrence. Ms. Saunders stated in conjunction with the sustainability that is so much the way people are beginning to move and think and eating locally; but the Special Olympics and the farms are a healthy combination.

Vice Chairperson Kennedy stated that we have to reach out to Mr. Prunetti to set up a meeting and then move forward with Special Olympics. Ms. Martin-Cianfano stated that before the Mall has grown, Special Olympics was the focus and it was mentioned economic development which increased the number of people.

Ms. Mount asked the Committee about Sustainable Lawrence to help the Committee about our projects and starting next month they are starting a series of classes: gardening, food, compost in May and garbage (recycling and food waste recycling) which will be 3 weeks in June and sipping, not gulping about energy; clean energy program and different types of energy and a tour of the recycle plant. Classes are set up and people to teach them. Business classes will have Wednesday lunches (proposing to buy your own lunch), could talk about energy or waste. The Sustainable Committee will be willing to do the work but would like the partnership with this Committee. Ms. Mount asked for topics and speakers and hopefully will get feedback from the Committee.

There was a discussion about getting a data base to get information out to all the businesses. Ms. Mount stated the Sustainable Committee is working on a map to locate all the trails and parks.

Chairperson Bobbitt opened this up to the members regarding working with Sustainable Lawrence Board members and the census was agreed to work with them to promote local living and eating. Ms. Mount showed a booklet that was prepared listing all the farm markets of Central NJ, the locations, what they grow, and a brief description of the produce. It has been very successful.

There being no further business, the meeting was adjourned at 7:55 p.m.

The next meeting will be held on May 14, 2013.

Susan Snook, Secretary
Growth & Redevelopment Committee