

GROWTH & REDEVELOPMENT COMMITTEE MEETING MINUTES  
March 12, 2013

The following are the minutes of the Growth & Redevelopment Committee Meeting, which was held on Tuesday, March 12, 2013, at 6:32 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 6:32 p.m.:

Present: Ryan Kennedy, Lovette Love-Stevens, Jags Vazirani, Donald Little, Michel Franc, Reza Asgari, John Conroy, Max Ramos, Howard Nelson, Cathleen Lewis, Council Liaison

Excused Absence: Christopher Bobbitt, Tushar Patel, Jags Vazirani, Karen Vincent-Lavanga, Charles Lavine, John Schloesser, Danielle Delprato

Absent: None

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

**Welcome New Members:**

Vice Chairperson Kennedy welcomed the new members, Max Ramos and Howard Nelson and introductions were made.

**Approval of Minutes:**

The January 8, 2013 minutes were unanimously approved.

**Awards Program Planning with Chamber:**

Vice Chairperson Kennedy explained the Awards Program to the new members. He stated the date has been set for October 9, 2013. Chairperson Kennedy gave a brief summary of the Awards Ceremony and stated that the Board decided to step up and get more involved. Mr. Conroy stated the Awards Ceremony was a Lawrence Township event and over the years the Chamber has been more and more involved and feels it is a Chamber event and slightly political, and Lawrence Township is showing up to give the awards, and we should try to get it back to the Township.

Mr. Conroy introduced the guest speaker, Nancy Bauman, Event Planner, to help us to get a successful awards ceremony. Ms. Bauman explained the services her company provides. Ms. Bauman asked questions pertaining to the Award Ceremony on how many people attended; the designation; type of foods, etc. She stated she will put a proposal together on her services. She can be an advisor to the Committee as to where to host an event and to have the control.

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The Board discussed what the Chamber charges for members and non-members to attend the Awards Ceremony. Vice Chairperson Kennedy asked the members for any ideas or comments. Mr. Addison stated we needed to get in front of it earlier and control what was lost because of lack of time; Ms. Bauman could start the dialogue with the Chamber and then make a decision on what way to go.

Mr. Conroy stated we should have a plan to get ideas and invite the Chamber to a meeting to discuss the event. Suggestions made by Board members were a facility that could do local food to hopefully keep the cost down. It was also discussed about the cost per person of \$20 - \$30; would this cover a breakfast as well as a location to hold the event. Ms. Bauman needed to know what the breakfast would consist of and it was determined it is a buffet. Ms. Bauman stated it would cost \$3.00 a head for a member and \$5.00 a head for a non-member. She explained a continental breakfast is usually a pastry and cold cereal and is usually not hot; therefore, the price goes per head to the staff.

The Board members discussed items such as if the Chamber could supply the budget; and we could get involved; the Chamber does all the work which includes the marketing and e-mail. Councilwoman Lewis stated the Township could not pay for it; we would have to find the funds. It was suggested that we should plan 2 or 3 events and put an agenda together; seek sponsorships to get it moving forward such as Terhunes, Trenton Farmers Market, Cherry Hill Farm; this will get us exposure.

Vice Chairperson Kennedy stated his concern is not overextending the Board but not taking baby steps to get there; we made nice progress on getting there and doing more things such as ribbon cuttings at the Mall and Edward Jones.

There is a new business opening on Princeton Avenue at the Old Merry-Go-Round Bar called Bamboo Gardens. Mr. Addison stated what we can do down the road to make a little bit more presence. Mr. Conroy stated we need the experience in helping the Chamber, to understand what is going on and plan multiple events for 2014 and see what events we want to have and focus on the businesses in Lawrence. Mr. Addison suggested that the Quaker Bridge Mall tell the Township when a new business comes in and when they will be holding the ribbon cutting; but who is the contact for the Township.

Councilwoman Lewis stated the Committee should put together a list of business in Lawrence and it will give residents a go to place to find some other places to try such as a new eating place, haircut; it would give us an opening with all the business that we have not touched in awhile; businesses do not see the Township as someplace they need to talk to; they do not see us as a place to tell us their business is opening; and this might be a way to start. This would give us the opportunity to build a relationship with businesses.

The Board discussed holding an event; preparing names/addresses or e-mail addresses of all the businesses in Lawrence; send a letter to say we are here and how can we help you. Ms. Bauman suggested planning another event to encourage the businesses to do a fund raiser; take sponsorship and need a data base and ask the Chamber who attended from Lawrence in the past 14 years; are they still in business and if the Chamber had a specific amount to each Township; and ask if the Chamber can take on helping with another event and also reaching out to people or businesses who won an award.

Vice Chairperson Kennedy stated if we picked something the Chamber would just do it, for example, if we decide on a speaker, deliver it to the Chamber and that will be the speaker. Mr. Conroy stated starting our data base with the past award winners because they will remember the event and be more likely to donate. There are 800 to 1000 businesses in Lawrence Township.

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It was suggested to have an indoor event and ask the farm markets to bring samples and enough produce to also sell; this would celebrate the Lawrence farms. The Board is not sure of a location to suggest to the Chamber; Brandywine was mentioned to see if they would sponsor the location. Vice Chairperson Kennedy thanked the event Planner for attending the meeting and see if there is a way she can help us more.

Mr. Conroy stated we need do an e-mail chain between Board members. Mr. Conroy asked to invite the Chamber to our April meeting to discuss the awards ceremony.

There being no further business, the meeting was adjourned at 8:03 p.m.

The next meeting will be held on April 9, 2013.

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Susan Snook, Secretary  
Growth & Redevelopment Committee

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