

**GROWTH & REDEVELOPMENT COMMITTEE MEETING MINUTES**  
January 14, 2014

The following are the minutes of the Growth & Redevelopment Committee Meeting, which was held on Tuesday, January 14, 2014, at 6:39 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 6:39 p.m.:

**Present:** Christopher Bobbitt, Ryan Kennedy, Lovette Love-Stevens, Tushar Patel, John Schloesser, Danielle Delprato, Max Ramos, Donald Addison

**Excused Absence:** Karen Vincent-Lavanga, John Conroy, Howard Nelson

**Absent:** Jags Vazirani

**Also Present:** Andrew Link, Principal Planner/Business Advocate, Charles Lavine, Mayor Cathleen Lewis, Susan Snook, Secretary

**Election of Officers:**

Nominations were opened to the floor for Chairperson. Ryan Kennedy nominated Christopher Bobbitt for Chairperson. Chairperson Bobbitt accepted the position and it was a unanimous vote.

Chairperson Bobbitt opened the floor for nominations for Vice Chairperson. Max Ramos nominated Ryan Kennedy for Vice Chairperson. Vice Chairperson Kennedy accepted the position and it was a unanimous vote.

**Approval of Minutes:**

The September 10, 2013 minutes were unanimously approved.

**Approval of 2014 Meeting Schedule:**

The 2014 Meeting Schedule was approved unanimously.

**Meeting Venue:**

Ms. Delprato stated that First Constitution Bank would participate in the Chamber of Commerce and could not get in touch with her contact person. Chairperson Bobbitt stated they could join Princeton Regional or Mid Jersey and we are members of both. Ms. Delprato stated she would reach out to her contact again.

**Meeting Speakers:**

Chairperson Bobbitt stated that he and Don Addison met with Peter Crowley from the Princeton Regional and he and Debbie Schaeffer had been working on small business associates through the Princeton Regional Chamber and talked about how we will be able to partner with them and do some stuff for Lawrenceville and for us to help them County wide.

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Chairperson Bobbitt stated he invited Peter Crowley and Debbie Schaeffer to the next meeting to give the Board some background information. Mr. Addison stated it is called Independent Business Alliance and they help individual businesses.

Chairperson Bobbitt stated they deal with business activity; focus on the Quaker Bridge Mall and Route 1; see what other Townships' are doing. Vice Chairperson Kennedy stated we are trying to do a social media or outreach or themed meeting in addition to this.

Mr. Addison state that he talked to Mr. Crowley and Ms. Schaeffer regarding marketing, social media and opening up to the public for an open forum which will help anyone that wants to come. Mayor Lewis stated we could use it as an opportunity on how this Committee can do a better job to reach out to the businesses that started within the last year and say we are doing this event and we would like you to come.

The Board members discussed the letter and that the letter should come out of Mr. Link's office. Mr. Ramos stated that when a new business opens we want a welcome letter from the Township signed by the Mayor and the Committee. We also need an on-going data base of businesses and categorized. Mr. Ramos stated we have the information from this office but need the brain power to collect it and do it ourselves. Mayor Lewis stated that someone on this Committee has to take responsibility for maintaining that and Mr. Ramos stated he would volunteer or be on the Committee to do it.

Mr. Ramos asked what office would have the information and Mr. Link stated he can get the list from the Fire Marshall office. Mr. Link stated he may be able to get a list from the Construction Office that may be more current. We have not been getting the list and Mr. Link stated he would ask to start getting it again. The Board discussed what type of businesses need license. Ms. Delprato stated that the First Constitution Bank feels there is no support and gets no exposure. So generally how can we help these new businesses for publicity? Chairperson Bobbitt stated that ribbon cuttings help and Mr. Lavine stated that normally comes through the Chamber and in some cases we should do it because not all businesses are a part of the Chamber.

Mayor Lewis stated to develop a good way to get that list, and then from there we can figure out in that letter we can say do you want to do a ribbon cutting and the Township will be happy to come out. We do not do ribbon cuttings because no one asks us. We need to find a better way to communicate and one thing we have to rely more and more on is our Committees to find a way help with those tasks. Mayor Lewis thinks the Board needs to figure out how the list will be created; do we start with the Fire Marshal or get a list of existing businesses and pick a two block radius and list the businesses.

Mr. Schlosser stated he may be able to get a copy of the Dun ID because his wife works there. Mr. Ramos stated we could use that as a base. Mayor Lewis stated it is a good list to start and we could ask Mr. Nelson for a list of the businesses on Main Street and then link it to our web site; however, we have to be careful so it does not look like the Township is endorsing certain businesses.

Chairperson Bobbitt summarized that Mr. Ramos will work with Mr. Link on the Certificate of Occupancy information; Mr. Schloesser will get the Duns numbers and Mr. Addison will get the Chamber listing.

### **Special Olympics:**

Chairperson Bobbitt stated that the Police Chief and our Manager had a meeting and it sounded like they are still talking about the traffic level with Mercer County. Basically there is not much information still. Mayor Lewis stated that every single guest has to come through Lawrence, no matter where they are staying, because they are getting their credentials from the Special Olympics building in one day. Mayor Lewis stated this is a way that we have to get the Township to know this information.

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Chairperson Bobbitt also stated that New Jersey is celebrating its 350<sup>th</sup> year and the idea of a pop up store coming into Township but undetermined location. Mayor Lewis stated that Mr. Krawczun is going back with questions and one of the things we would like is to have someone at the credentials to have an ambassador and if they refuse have an ambassador at different locations to have them help find different places (like parks, malls, restaurants). The torch will be going through the Township and to get the schools involved to show their support; but no information provided yet. Mayor Lewis stated that this is the first year that all 50 States are being represented at Special Olympics and the reason is being it has always been held in remote locations.

**Awards Program:**

Chairperson Bobbitt stated the awards program will be held in October again and asked the members to think of places and speakers. It was mentioned maybe Rider University.

**Other Business:**

Mr. Addison mentioned that the Iron Man will be at the Mercer County Park (swimming, running, and biking).

Ms. Delprato asked if First Constitution can hold the meeting in March or April.

Mr. Ramos asked if there was a budget for the Committee and Mr. Link stated it is for the Awards Ceremony. Mr. Ramos stated he would put together a proposal or funds for a social media.

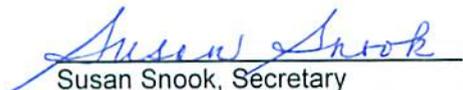
Mayor Lewis stated she would like each of the Committees to give a report one month in the year in front of Council to let them know what the volunteers do and to update the Council on what those projects are. Mr. Ramos will use the money to create a data base; literature; pay volunteers to get the word out to the Community and businesses about the benefits of doing business here; analyze demographics and thought \$2,500.00 to get started on a few accomplishments.

Chairperson Bobbitt would like Mr. Link to see what data reside in which department with the idea of getting a data base here.

There being no further business, the meeting was adjourned at 7:50 p.m.

Digital audio file of this meeting is available upon request.

The next meeting will be held on February 11, 2014

  
Susan Snook, Secretary  
Growth & Redevelopment Committee