

**MAURICE RIVER TOWNSHIP  
ECONOMIC DEVELOPMENT COMMITTEE  
Tuesday, May 10, 2016 – 7:00 P.M.**

This meeting has been advertised in accordance with the statutes of the State of New Jersey.

**Call to Order**

Mrs. Gross called the meeting to order.

**Pledge of Alliance**

The Pledge of Alliance was led by Mrs. Gross.

**Present:**

Patricia Gross  
Penny Wells  
Tom Imbaratto  
J. Roy Oliver  
Ken Whildin  
Jack Lafferty Sr

**Approval of minutes from prior meetings**

Ms. Wells made a motion to approve the minutes of November 10, 2015; seconded by Mr. Whildin       Ayes: All present   Nays: None

**Discussion Items**

**1. SNJ Proposal**

Mrs. Gross and Mr. Whildin recently met with SNJ to discuss possible ways to promote the Township of Maurice River. Copies of the SNJ proposal were supplied for all EDC members for review and input. Mrs. Gross explained that the proposal was an ‘al a carte’ so that the township could pick and choose what would work for MRT.

The proposal includes:

Rebranding: The members discussed that SNJ suggested updating the current township logo which appears to be outdated. Discussion took place and it was stated that the East Point Lighthouse is directly identifiable with Maurice River Township and should not be completely eliminated from any logo associated with the township. Mrs. Gross explained that the lighthouse could remain on a new logo but expansion and upgrade of the logo is needed to diversify the identity of the township. Attractions of the township were discussed

such as the lighthouse, hunting, fishing, and birding. Ms. Wells questioned what other draws to the township could be identified. Motor cross racing was mentioned. Mr. Whildin stated that SNJ did not supply any ideas on this matter.

Economic Development: The area of Maurice River Township with the most potential for commercial development is from the southern end of Route 55 to the Mauricetown Causeway.

Tourism: Opportunities will need to be examined.

The following Marketing Tools were discussed:

Website: Mrs. Gross explained that she spoke with Tony Stanzione of the CDC and they will be able to assist the township in updating the website. Michelle will be meeting with Tony Stanzione to discuss the update.

Social Media: SNJ has suggested that social media outlets are a very good way to promote the township. LinkIn advertising, Instagram and Facebook were mentioned.

Literature: Development of a brochure which would target site selectors, realtors and developers was discussed.

New Logo/Positioning Theme: Discussed above under rebranding.

Signage: It was discussed that people cannot even find the lighthouse due to the lack of directional signage. Mrs. Gross stated that a “way finding” sign can be done by the township and that these signs are not very expensive. Mr. Imbarrato suggested that the historical society could also pay for this expense. Mrs. Gross questioned money that was supplied to the Bayshore project which was explicitly for signage and why the signage is not complete in over two years.

Mr. Oliver questioned the budget statement in the proposal of ‘half of the \$15,000 budget is available for this effort with the other half designated to the Cumberland Development Corporation’. The numbers presented in this proposal exceed \$7,500. Mrs. Gross explained that the items mentioned are al a carte so the township does not necessarily have to do all of them and that the township can utilize other vendors to accomplish the items of choice.

Ms. Wells expressed concern that SNJ has been invited to attend MRTES events on many occasions and has not once shown up to report but does attend events of a similar nature in Millville and Vineland schools. It was discussed that quite possibly this is because SNJ has more monetary “support” in these areas, sponsorship of the station, etc. Mr. Whildin stated that lack of coverage of Maurice River Township by SNJ also applies to the newspaper reporting.

## 2. Maurice River Heritage Society @ CCC on Friday, May 13, 2016.

Mrs. Gross explained that Maurice River Township was invited by Cumberland County to attend an event being held at the Cumberland County College on May 13<sup>th</sup>. The Maurice River Heritage Society will be attending the event as a township representation.

## 3. Veterans Vending Park

Mrs. Gross explained that a meeting with held with the veterans who sell at the park. All veterans who are permitted to sell were invited to attend and provide input into the promotion of the park but only three attended. The goal was to get as many veterans at the park on the same day and advertise. Three "Super Saturdays were set: April 23<sup>rd</sup>, May 21<sup>st</sup> and June 4<sup>th</sup>. Ads were run to promote the events. Unfortunately the event of April 23<sup>rd</sup> was unsuccessful due to the rain; only two veterans were on site. Further discussion at the meeting included that selling on Thursday and Fridays may be better because that is when tourists are traveling to the shore.

## 4. Welcome sign on Mauricetown Causeway

Mrs. Gross announced that the Spring Garden sign panels were all complete and installed; there are no available panels left on the sign. Mrs. Gross inquired to the members of their thoughts regarding another sign on the Mauricetown Causeway. Mr. Imbarrato stated he believes the panels are too small on the Spring Garden sign and that a person would have to stop to get the information. It was discussed that the sign was done this way because of the traffic congestion during the summer months and that traffic many times is at a standstill in that area. It was discussed and generally agreed upon that the sign on Mauricetown Causeway should not be constructed in this manner. It was discussed that possibly having the signs all look the same and on one pole. These signs would be positioned at the end of the 'main' street leading to the businesses.

Mr. Lafferty questioned having the Mauricetown Causeway sign repaired. Mr. Whildin suggested having the township website address placed on this sign also; this would provide a direct link to the local businesses upon update of the website. Mr. Whildin added that the sign on Route 347 is leaning against a tree and also needs repair. The sign on Route 47 located in Delmont is also in need of repair. Mr. Lafferty asked if C&S signs would be contacted to provide an estimate of the repair to these three signs. It was agreed that a quote should be obtained to repair these signs. Mrs. Gross will obtain the information regarding the street signs for businesses.

## 5. Sign at the Veterans Park.

Mrs. Gross announced that the sign that Mauricetown gave to Maurice River Township is now permitted and licensed to use. Mrs. Gross added that NJDOT was onsite at the Veterans Park today to clear the brush and cut some trees so that the park is more visible. It was discussed that the sign could be used for the announcement of township events, etc.

Further discussion took place regarding repair of the sign as it is in need of repair. The clerk advised that repair could be done so long as the sign remains within what was permitted.

The sign design was discussed briefly.

### **COMMENTS**

Mr. Whildin stated that regarding the website update it is being handled by the township in conjunction with CDC. Mrs. Gross commented that Mr. Lafferty's suggestion regarding the business sign location at the end of the streets appears to be the best idea. Mr. Lafferty questioned who would pay for the business signs. It was determined that each business would be responsible for the cost of their sign and that each sign would have the same general appearance.

Mr. Imbarrato questioned that the township control of these signs would be the same as the Spring Garden sign. Mrs. Gross added that MRT cannot control because of the tighter restriction placed on the township. It was discussed that quite possibly Maurice River Heritage Society will be asked to manage these signs also or another non-profit organization. Mr. Whildin added that the Maurice River Heritage organization run by Mr. Bailey has obtained their non-profit status.

The next meeting of the Economic Development Committee is August 9, 2016 at 7:00 pm.

**Adjourn**

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Denise L. Peterson, Municipal Clerk