

**MAURICE RIVER TOWNSHIP
ECONOMIC DEVELOPMENT COMMITTEE
Tuesday, August 9, 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
J. Roy Oliver
Wade Sjogren
Denise Peterson, Clerk

Approval of minutes from prior meetings (*May 10, 2016*)

The approval of the May 10, 2016 minutes were tabled to the next meeting as a quorum of members was not in attendance.

Discussion Items

1. Marketing strategies and proposals for Maurice River Township.

Mrs. Gross stated that she and Ken Whildin had met with SNJ to review the services that they could supply to the township for marketing, branding and press releases for the township. The proposal that SNJ presented was a-la-carte and the township can pick and choose those items that would be most beneficial.

It was discussed that the township website is in need of updating. SNJ and Salmon Ventures (who presented to the Township Committee) both agree that the township website is antiquated and simplification is needed.

Other areas that need to be addressed in the township are advertising of the Veteran's Park, the unoccupied commercial sites in the township and maximizing of the township "corridor" from Route 55 to the Mauricetown Causeway. A brief discussion took place regarding the unfortunate effect that opening of Route 347 had on the local businesses on the 'southern' portion of Route 47 businesses. Mr. Sjogren supported using SNJ for website update and added that Whibco often supports the small programs done by SNJ. Further

discussion took place regarding the services of both SNJ and Salmon Ventures and the possibility of utilizing both companies.

Update of the website was discussed which included allowing a page for the local businesses to advertise, optimizing the 'search engine', attaching sites such as Facebook, Twitter, LinkedIn, etc. to the website.

Mrs. Gross suggested possibly holding a seminar for the local businesses. It was discussed that CDC was hosting similar meetings quite often but now they are not as often and are combined municipality participation. It was discussed that being a member of the Cumberland Development Committee seems to have only minimal benefits to the Township of Maurice River.

It was discussed that Maurice River Township may want to consider joining a local Chamber of Commerce such as Millville or Cape May. Mrs. Gross added to joining the Cape May Chamber would tie into the Bayshore Council. Mr. Sjogren stated that it will provide a venue for businesses to come together and have discussion in a private setting.

The local education possibilities for resource extraction were discussed. Penn State has a sand mining engineering program. Mrs. Gross asked if there was a 'seen' interest from youth to pursue sand mining. Mr. Sjogren replied 'yes' and explained that there are educational options available such as a Pennsylvania Leadership program which will get pursuers involved and there are resources available in the private sector.

Mrs. Gross asked about the reuse of sand mines. Mr. Sjogren stated reuse is done and offered that Maurice River Township land regulations permit lake shore development through the Pinelands but only if there is no conflict prospect between the mining company and the homeowner.

Mrs. Gross offered that Dunkin Donuts is being held up by Pinelands. Mrs. Gross added that NJDEP representative, Jason Hearon had indicated that he does not believe NJDEP is interested in keeping property. Possible uses of NJDEP property at the intersection of Route 47 and Mauricetown Causeway were discussed such as a bank, meat market, etc.

Mr. Sjogren stated that the Redevelopment Plan for the Whibco property has been approved. A meeting with Rick Brown, NJDEP will be needed to discuss the details. There is a question whether it will be possible to get the center re-activated. Further discussion took place about the benefit of a centralized wastewater treatment plan but that it would be cumbersome. It was discussed that Mr. Brown, NJDEP, is trying to set up a meeting and may lead in the right direction. Further discussion included the CAFRA centers and what will happen to the residents standing now and in the future.

2. Meetings for 2017 – Two meetings during the day & two meetings during the evening.

Mrs. Gross stated that the Economic Development Committee currently meets four times a year with the meeting time being 7:00 pm. She asked if the members present would be in favor of having two evening meetings and two day time meetings in the upcoming year (2017).

The consensus of the membership present was in favor of scheduling the 2017 meetings-- two in the evening and two in the daytime.

The next meeting of the Economic Development Committee is November 1, 2016 at 7:00 pm.

Adjourn

Denise L. Peterson, Municipal Clerk