

**MAURICE RIVER TOWNSHIP
ECONOMIC DEVELOPMENT COMMITTEE
Tuesday, February 7, 2017 – 2:00 P.M.**

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

Call to Order

Mr. Whildin called the meeting to order.

Pledge of Alliance

The Pledge of Alliance was led by Mr. Whildin.

Present:

Ken Whildin
J. Roy Oliver
Penny Wells
K. Louann Karrer, Deputy Clerk

Guest: Brian Griffiths

Approval of minutes from prior meetings – November 2, 2016 minutes are pending.

No action was taken.

Discussion Items

1. Video presentation by C-A-S Productions

Mr. Chris Orazi, C-A-S Productions, provided information to the EDC on the company's available services. This services include audio and visual installations.

A proposal was submitted to the Maurice River Township EDC committee for the design, delivery and installation of audio/visual broadcast and capture system for township committee meetings. The two cameras would capture and re-broadcast meeting events live via web-streaming. Training on the use of the equipment was included. The total project cost would be \$19,698.33.

Additional services that could benefit the township were a township video, home pages of the website and video recording/streaming for archive to look at meetings online.

The Tourism Video could be a 3-5 minute video showing the tourism attractions of Maurice River Township with a historical overlay. The Township would obtain the historical information needed which would be given to researcher/writer. Thirty second interviews of history would be included; areas of interest such as game life, river, etc. could be accented.

It was discussed on how to market for tourism and how to get people to watch. Places the video would be available are website, Facebook, social media and TV channels such as SNJ. Key would be constant contact, emails and newsletters could provide the link to the video ('link' to video would be on all media contacts).

It was discussed that time for 'Public Service Announcement' might be available. Providing strong search criteria on Google website for advertisement of the township is needed. It was discussed that there would be maintenance; there is more control with Google and Facebook pages which would coincide with the website. It was discussed that YouTube could be utilized to do a commercial which would stream to the website.

Updating of the Township Website was discussed. Mr. Orazi stated that WordPress sites offer templates to construct a home page; user friendly and integrated into Google.

It was discussed that the information listed on the current site can be moved to the new website. An overview of services with budget and a specific installation cost were supplied to the EDC members present.

The audio/visual for meetings requires at least one person to operate with live records, streaming and archiving. In Millville the residents found it convenient as they did not have to attend the meetings in order to participate.

The proposed cost of \$19,698.33 is the purchase price to own the system.

It was discussed that the website would require periodic maintenances; determination is needed whether monthly, quarterly, etc. It was discussed that periodic maintenance is done on the current website.

It was discussed that the promotional video would be done one time but updates could be provided as needed. The Tourism video will be provided in the proposed price if C-A-S is managing the website, etc. Providing a 30 second spot on MRT Tourism to motel/hotels could be worked out; this would be good for attracting race enthusiasts and other travelers to the township.

2. Veterans Flea Market Name Change

It was discussed that the name of the Veterans Vending Park should be changed formally to the "Veteran's Flea Market Park".

3. Dunkin' Donuts update

Mr. Whildin explained that the owners of the property needed to find small piece of property to satisfy the Pinelands requirements. All of the particulars of this endeavor are being worked out by the owner and the township. The township is working to set up an area in need of rehabilitation.

4. Route 55 traffic survey/discussion

Mr. Whildin explained that he attended a meeting to discuss the Route 55/47/347 traffic situation. Better signage via legislation was discussed. Additionally it was pointed out that the traffic lights in Dennisville are not cued; Trenton has the authority to cue all lights which could make for a better flow of traffic. There was no talk of extending Route 55 at the meeting.

Comments

Mr. Whildin and Mr. Oliver attended a Pineland's Municipal Council meeting. The township acknowledged they are in total support of the pipeline extension to Beasley's Point. The pipeline will be beneficial to cleaning up the environment. It was discussed that essentially "We preserved ourselves to the poor house". Currently Maurice River Township has 57% tax exempt properties.

Ms. Wells pointed out that the committee meets and talks but no actions have been taken; need to pursue businesses to the township. It was discussed that the township has too many restrictions placed on it due to Pinelands, NJDEP, Wetlands, CMPTRA, etc. These restrictions make it difficult to get businesses in the township.

Adjourn

Mr. Whildin made a motion to adjourn; seconded by Mr. Oliver.

K. Louann Karrer, Deputy Clerk