

Township of Maple Shade
 Business and Economic Development Commission
 Maple Shade Municipal Building – Senior Room
 October 17, 2023 – 6:30PM

Meeting Minutes

- I. CALL TO ORDER at 6:35PM
- II. PLEDGE OF ALLEGIANCE
- III. PUBLIC NOTICE of this meeting, pursuant to the Open Public Meetings Act, has been given by the Director of Business and Economic Development in the following manner:
 - 1. Notifying the Township Clerk September 28, 2023.
 - 2. Mailing Notice to the Courier Post, The Central Record and Burlington County Times on September 28, 2023.
 - 3. Posting Notice on the Official Municipal Bulletin Board on September 28, 2023.

IV. ROLL CALL

J. Bennett	✓	A. Egner	X	J. Mortimer*	✓	C. Thomas*	✓
M. Bimmer	X	K. Johnson*	✓	J. Nixon	✓	S. Torrey*	✓
L. Carsillo*	✓	B. Loomis*	✓	B. Norcia*	✓	E. Wallace*	✓
M. Constantine*	✓	L. Marryott-Wiest*	✓	S. Nunes*	✓	N. Wiest*	✓
S. Danson	X	A. McVeigh*	✓	R. Parks	X		

V. OFFICER APPOINTMENTS

- 1. **Nomination for Committee Co-Chair** – Nomination of Bobbilynn Loomis for the position of Committee Co-Chair. There were no additional nominations or individuals volunteering for the role.
 - a. Motion to approve the nomination: M. Constantine
 - b. Second to the motion: S. Nunes
 - c. All in favor: Yes
- 2. **Nomination for Treasurer Position** – Emily Wallace volunteered for the treasurer position. There were no additional nominations or individuals volunteering for the role.
 - a. Motion to approve the nomination: L. Carsillo
 - b. Second to the motion: L. Marryott-Wiest
 - c. All in favor: Yes
- 3. **Nomination for Secretary Position** – Lynne Carsillo volunteered for the Secretary position. There were no additional nominations or individuals volunteering for the role.
 - a. Motion to approve the nomination: M. Constantine
 - b. Second to the motion: L. Marryott-Wiest
 - c. All in favor: Yes

VI. SURVEY COMMITTEE PRESENTATIONS

- 1. **Resident Survey Committee:** Lynne Carsillo and Beth Norcia presented the survey.
 - a. K. Johnson expressed his concerns about the usage of terms like "Main Street," "Community," and "Downtown" in the survey, noting that it may give the impression that the survey is solely focused on Main Street. The group collectively agreed to revise the wording to ensure it reflects Maple Shade as a whole.
 - b. K. Johnson raised concerns about a survey question that specifically addressed events at Gazebo Park. Following the group's deliberation, it was decided to amend the question to encompass interest in events occurring in all parks.
 - c. The Resident Survey did not receive a formal vote of approval. Instead, the survey committee will incorporate the required modifications and subsequently send it to J. Nixon. An email will be dispatched to the BEDC, with the anticipation that all members will respond with their feedback and votes.

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2. **Business Survey Committee:** Mary Anne Constantine, Justin Bennett & Keith Johnson presented the survey.
 - a. K. Johnson articulated his reservations regarding the utilization of terms such as "Community" and "Local" in the survey, pondering whether they truly encompassed not just Maple Shade but the surrounding regions as well. In response to this concern, the group reached a consensus to modify the language to make it more inclusive and representative of Maple Shade in its entirety.
 - b. M. Constantine suggested the inclusion of a question inquiring whether business owners know about what percentage of business originates directly from Maple Shade.
 - c. K. Johnson raised questions about the intent behind the business growth question. Following a group discussion, it was collectively agreed to break this question into three parts. Additionally, the revised question will encompass inquiring about opportunities that business owners envision for their businesses in Maple Shade, as well as a query about the types of businesses they would like to see in the town that could complement their own.
 - d. S. Torrey proposed the addition of a drop-down menu for indicating the location of their businesses, with the aim of raising awareness among business owners about the diverse business presence within Maple Shade. Examples provided included locations such as Main Street, 38 or 73 Corridors, and home businesses.
 - e. C. Thomas inquired about the possibility of providing businesses with a comprehensive list of all businesses in Maple Shade. It was acknowledged that, at this point, this is not a primary focus of the BEDC, as our core mission is not centered around the development of business-to-business (B2B) relationships. Our primary objective is to foster connections among businesses, residents, and the BEDC, all aimed at enhancing Maple Shade. Businesses are encouraged to establish connections independently through various avenues, such as the MSBA, Burlington County Chamber, or participation in the upcoming Business Appreciation event on November 20th. It was suggested that in the future, the BEDC may consider the creation of a Maple Shade/BEDC resource guide, including a directory, for distribution if they choose to do so.
 - f. The Business Survey did not receive a formal vote of approval. Instead, the survey committee will incorporate the required modifications and subsequently send it to J. Nixon. An email will be dispatched to the BEDC, with the anticipation that all members will respond with their feedback and votes.

VII. PUBLIC PORTION

1. None in attendance

VIII. TREASURER REPORT

1. Annual adopted amount given to the BEDC will be \$15,000.00
2. Current account balance is \$14,090.00
3. Two (2) open PO's for 2023 Holiday Season Decorating total is \$3,330.00
4. Current available balance is \$10,760.00

IX. NEW BUSINESS/IDEA EXCHANGE

1. L. Carsillo recommended exploring the platform ioby, which employs crowdfunding for community-driven, beneficial initiatives. Their website boasts "ioby gives local leaders the ability to crowdfund the resources they need to build real, lasting change from the ground up. Our crowdfunding platform helps connect local leaders with support and funding from their communities to make our neighborhoods more sustainable, healthier, greener, more livable, and more fun." Check their website at <https://ioby.org/>
2. M. Constantine proposed the idea of featuring a "business spotlight" in our monthly newsletter, focusing on highlighting one of our local businesses.
3. J. Nixon proposed some ideas and potential initiatives to consider as we await the results from the surveys to help us determine our strategic focus.
 - a. Formation of a Mural & Arts Committee that will be tasked with revisiting the existing mural ordinance and crafting a new one to welcome potential art installations within Maple Shade. L.

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Carsillo and E. Wallace noted that Sustainable has previously explored this concept and expressed their willingness to participate in further discussions regarding it.

- b. Proposal to form a Small Business Saturday Committee with a mission to develop an event or program in Maple Shade that promotes residents to "Shop Small" as a means of invigorating the local economy and reinforcing community support for our businesses. L. Marryott-Wiest noted that, in past years, the MSBA has disseminated reminders about Small Business Saturday. K. Johnson suggested that the current practices for Small Business Saturday are working effectively, and it might be worthwhile to revisit this topic in the following year.
 - c. A proposal to establish a Main Street Holiday Light committee. The purpose of this committee is to revisit the holiday light project initiated seven years ago by the Advisory Board. The primary objective of this committee is to assess the level of interest among our local businesses in participating in the building holiday light project. This project involves outlining their buildings with C7 LED Warm White lightbulbs, matching the aesthetics of Gazebo Park and the upgraded snowflakes for this year. L. Marryott-Wiest has expressed her willingness to contribute to this.
 - d. Suggestion to organize a Chili Cookoff as a fundraising event for the BEDC. This event would invite residents to showcase their finest chili creations for an opportunity to win prizes based on their chili categories. Additionally, this event aligns with the BEDC's aim to foster community cohesion and establish an enjoyable and engaging occasion for the residents. B. Norcia expressed interest in exploring this idea further, and L. Marryott-Wiest conveyed the MSBA's enthusiasm for collaborating with the BEDC in the planning process.
- X. ANNOUNCEMENTS** of upcoming public events happening in town. Details for each event can be found on the township website, www.MapleShade.com
1. Community Fall Clean Up is Sunday, October 22nd at 9:00AM
 2. Halloween Parade is Saturday, October 28th at 2:15PM
 3. Community Shredding Event is Saturday, November 4th from 9:00AM – 11:00AM
 4. Business Appreciation Night is Monday, November 20th from 6:00PM – 8:00PM
 5. Holiday Festival is Saturday, December 2nd from 4:00PM – 7:00PM
- XI. NEXT MEETING** is Tuesday, December 19, 2023 – *Notice is being forwarded in accordance with The Open Public Meetings Act.*
- XII. MOTION TO CLOSE**
1. Motion to close: N. Wiest
 2. Second to the motion: S. Nunes
- XIII. ADJOURNMENT** at 7:55pm

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Public Portion Guidelines

The Township of Maple Shade Business and Economic Development Commission welcomes public input and appreciates the engagement of our community members. The public comment portion of all meetings is designed to allow individuals to express their opinions, concerns, and questions.

Here are some guidelines for the public comment session:

1. **Timing:** Each speaker will be allotted a specific time limit, usually three (3) minutes, to address the commission. Please be mindful of this time constraint to ensure that all individuals have an opportunity to speak.
2. **Respect:** We ask that all comments be respectful and civil. Personal attacks, derogatory language, or offensive behavior will not be tolerated.
3. **Speaking:** To speak, please wait until the public comment portion. Once the session is open, raise your hand to be recognized by the chairperson and when called upon, please stand, and state your name and address for the record.
4. **Response:** The commission may not respond immediately to comments made during the public comment portion session. Your input will be considered and may be addressed during a future committee session.

We appreciate your participation and your dedication to our community. Your input is valuable and contributes to informed decision-making. Thank you for your cooperation in maintaining a constructive and respectful atmosphere during the public comment session.