

Township of Maple Shade  
 Business and Economic Development Commission  
 Maple Shade Municipal Building – Senior Room  
 December 19, 2023 – 6:30PM

**Meeting Minutes**

I. CALL TO ORDER at 6:36PM

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

V. CHAIRWOMAN’S UPDATE

J.Nixon reported the winter transformation has been completed. Fall flags were changed over to the winter flags on main street. Illuminating Maple Shade Lights Committee got 25 businesses to participate in lights display and window genie installed the LED warm white lights for a cohesive look on Main, at Gazebo Park and at the Train Station. There is the Let It Glow holiday contest sponsored by Flenard Realty Group for homes around town and there is the Gingerbread House contest with entries in the municipal lobby. Please vote. Four interns have enrolled in the student internship program to shadow business owners. They will start in January. The Community Survey is live, if you live in town, please fill it out. The Business engagement survey only received 5 approvals from the committee and needs to be approved tonight. The Business Appreciation Night on November 20th was a success. There were 60 individuals from businesses in town and many were not the usual participants. There were also several members of council and township officials in attendance and lots of networking took place.

VI. PUBLIC PORTION

None in attendance

VII. TREASURER REPORT

Ending account balance as of 12/1/23 of the ABC Trust Account is 15,277.90

Ending township account balance as of 12/1/23 is 10,169.24

Township of Maple Shade  
Business and Economic Development Commission  
Maple Shade Municipal Building – Senior Room  
December 19, 2023 – 6:30PM

**VII. OLD BUSINESS**

1. Community Survey Update - L.Carsillo reported that there have been 75 responses to the survey. However, the data of those that have responded does not accurately reflect the demographics of the town. For instance, per census.gov Maple Shade's racial demographics are 65.8% white, 10.7% black, 12.8% hispanic and 6.8% Asian, while the survey demographics are 88% white, 1.3% black, 2.7% hispanic and 1.3% Asian. Also, per census.gov Maple Shade's housing has a 45.8% owner occupied rate, while the survey response has a 94.7% owner occupied rate. Various ways to reach out to more residents were discussed including: J.Nixon meeting with Fox Meadow Assistant Manager/Community Liaison to distribute survey. Send survey to the manager at the Arbors, J.Nixon connected with Lauren from the recreation department to attend senior programs. B.Norcia can distribute it through school channels. Making a flier with a QR code to the survey to be posted in businesses around town, at the library, etc. Advertising the survey on the gazebo sign and the LED sign in the municipal building as well as sending both the residential and business survey out through Nixel. Once more data is collected the responses will be reviewed for further action.
2. Business Survey Update - J.Nixon reported that only 5 responses were sent via email to approve the business survey and that it needs to be formally approved tonight to distribute. The business survey was then discussed. A minor spelling change needs to be made. Plans for distribution were also discussed. The business survey will be distributed via emails collected from new mercantile form, through the business association and Nixel.
  - a. Motion to approve business survey with minor spelling change: A.McVeigh
  - b. Second to the motion: M.Constantine
  - c. All in favor: Yes
3. Mural and Arts Committee Update: J.Nixon, L.Carsillo and E.Wallace met to discuss creating the ordinance for Murals and other art installations in town. Using ordinances from other towns a draft has been completed. There was discussion regarding restrictions for advertisements and what constitutes an advertisement in a mural. It was suggested that approved applications from the Creative Team be submitted to Planning Board. Edits will be made to proposed ordinance to make it work in conjunction with sign ordinance. L.Carsillo reported that for this committee to work in conjunction with Sustainable Maple Shade, a creative team needs to be established to advance the creative arts in town with a vision about how arts and culture can contribute to the growth and sustainability of Maple Shade. The creative team needs 6 members. The creative team is as follows: L.Carsillo, E.Wallace, J.Nixon, B.Loomis, A.McVeigh and S.Nunes.

**IX. NEW BUSINESS/IDEA EXCHANGE**

L. Carsillo offered the idea about "Off Main" events in the parking lots behind the businesses on Main Street as a smaller alternative to the sidewalk sale, capping the amount of vendors and size of the events to a workable level and branding all events held under "Off Main" umbrella.

M. Constantine offered the idea of roaming popup markets around different areas in town including apartment complexes, Collins park, etc.

Township of Maple Shade  
Business and Economic Development Commission  
Maple Shade Municipal Building – Senior Room  
December 19, 2023 – 6:30PM

**X. ANNOUNCEMENTS**

1. Thursday, January 4th, 2024, is the Council Reorganization Meeting which will reset our bi-monthly meetings starting in January.
2. Happy Holiday's from the BEDC

**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: L. Marryott-Wiest
2. Second to the motion: M. Constantine

**XIII. ADJOURNMENT** at 7:44pm

Township of Maple Shade  
Business and Economic Development Commission  
Maple Shade Municipal Building – Senior Room  
December 19, 2023 – 6:30PM

**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.