

Township of Maple Shade
 Business and Economic Development Commission
 Maple Shade Municipal Building – Senior Room
 March 19, 2024 – 6:30PM

Meeting Minutes

I. CALL TO ORDER at 6:31PM

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*	X	J. Nixon	✓	S. Torrey*	X
L. Carsillo*	✓	B. Loomis*	✓	B. Norcia*	X	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 Main Street has transitioned from Winter to Spring. Holiday lights and snowflakes were taken down and the winter flags were changed to the spring flags. Mayor Schmidt spoke at the South Jersey Regional Chamber of Commerce’s event on 2/2 and discussed economic development initiatives in town. Maple Shade was one of five municipalities represented. Maple Shade has joined the following 3 organizations to enhance community development networking: Burlington County Regional Chamber of Commerce, Downtown New Jersey and the International Council of Shopping Centers. The Film Ready filming application/permit has been completed with efforts underway to secure certification from the NJEDA Film Ready Commission. J.Nixon is collaborating with a videographer to create a Maple Shade promotional video showcasing Maple Shade’s attractions. J.Nixon attended the MSMS luncheon to celebrate the MSMS business grant winners. New Business Strong Bond Health was welcomed to Maple Shade with a ribbon cutting ceremony. Maple Shade received a special invitation to the Dare Network 30/30 event to foster potential investment opportunities in town. An application has been submitted for the AARP Community Challenge Grant to secure funds for quick-action projects including updates to Gazebo Park and providing free public wifi access. J.Nixon attended the Maude Wilkins Learn & Play Together Community Conversations Expo and the MSBS’s Women EmpowHERment Expo to provide another opportunity to connect with residents and distribute the surveys. Conrail has accepted Maple Shade’s proposal to paint a “Welcome to Maple Shade” mural on the bridge over Route 73, enhancing the town’s aesthetics and identity.

VI. PUBLIC PORTION

None.

VII. TREASURER REPORT

Ending account balance as of 3/18/24 of the ABC Trust Account is \$15,277.90

Ending township account balance as of 3/18/24 is \$5,350.00

This does not reflect the budget that will be passed in April.

VII. OLD BUSINESS

1. Community and Business Survey Update: There will be one last push for the community survey before it is closed on May 1. The demographics of the survey do not accurately reflect the town demographics despite promotion. After May 1 the winner of the gift card will be chosen. The Business survey is still open and will remain open for the time being.
2. Mural and Arts Committee Update: The Murals and Public Arts ordinance has been drafted and was submitted to council for its first reading on March 14, 2024.
3. Market Off Main Planning & Car Show: The BEDC will host the Market off Main at the same date/time the MSBA will host the Car Show in opposite lots behind Main Street. Main street will not need to be closed. The Committee for the Market off Main is L.Carsillo, J.Nixon and S.Danson. M.Constantine agreed to share her vendor list from the sidewalk sale. The Market off Main Committee will coordinate with the MSAB Committee running the car show for shared parts of the event. The Market off Main Committee will contact Misty in the community affairs office to get the size of the lots to mark out maximum number of vendors.
4. Charles "Chuck Drass" Award Presentation Update: The Charles "Chuck" Drass Award was formally an award presented by the Advisory board. The last time it was awarded was in 2018. At the January 18, 2024 council meeting J.Nixon presented Tony Edgar the award. Going forward the the BEDC will set a criteria for nomination and choose the winner in December for the reorganization meeting in January.
5. BEDC Purpose: J.Nixon reiterated that the BEDC purpose is to help further the economic development in Maple Shade. The BEDC is supposed to be the conversation creators to help facilitate business growth in town

IX. NEW BUSINESS/IDEA EXCHANGE

1. New Business Process: J.Nixon reported that J.Mortimer had expressed to her the issues some new businesses were having opening in town. The process is not clear and takes much longer than the business owners' experiences in other towns, the fees are not transparent and there is a lack of communication between the different departments in town. J.Nixon is setting a meeting with all stakeholders to create a streamlined process and pamphlet for opening a new business in Maple Shade. The BEDC members to attend the meeting are: J.Nixon, B.Loomis, S.Danson, A. McVeigh, N. Wiest and L. Marrayott-Wiest.
2. 30/30 Dare Business Network Event: J.Nixon reported that Maple Shade was 1 out of 30 towns in NJ to be invited for the 30/30 Dare Event to promote Maple Shade for investment. We need to provide the Dare Business Network 3 things we want to attract to town and 3 things our town has to offer. B.Loomis, N. Wiest and L. Marrayott-Wiest agreed to help get a pamphlet together. The residential survey and the alignment meeting will be used after May 1 to compile the list to give to Dare.
3. 2024 NJLM: The 2024 NJLM convention starts on the date of the November 2024 BEDC meeting. The Meeting was moved to Monday, November 18th at 6:30PM.
4. Cannabis Ordinance: S.Danson reported that the town has decided to Opt In to the cannabis ordinance as the state has made the ordinance more clear. This will generate more revenue (2% of profit made) There is a limited 5 amount of licenses: 3 Retail, 1 Cultivator and 1, Distributor. A map of the town's zoning was provided. The cannabis licenses can only be zoned in BD, BD-1, and HC - so no residential areas and not near homes, schools or churches.
5. Upcoming Calendar of Events: J.Nixon reported that she is working with Lauren from the Recreation department on a Calendar of Events to be mailed out to residents. This list will include all BEDC/Recreation sponsored events on the front and events from other groups in town (Youth Football, Soccer, Sustainable, etc.) on the back.

X. ANNOUNCEMENTS

1. Rabies Clinic March 23, 2024 From 10am to 12pm at Maple Shade EMS Building
2. Rotary Pancake Breakfast this Sunday, March 24th
3. Annual Township Easter Egg Hunt this Sunday, March 24th
4. Concert in the Park kicks off on April 18th at Gazebo Park followed by May 14th
5. MS Youth Football is hosting their Annual Carnival April 23rd-27th
6. Annual Sustainable Maple Shade Green Fair is May 18th

I. NEXT MEETING is Tuesday, May 21, 2024 – *Notice is being forwarded in accordance with The Open Public Meetings Act.*

II. MOTION TO CLOSE

1. Motion to close - N.Weist
2. Second to the motion - M. Constantine

III. ADJOURNMENT 8:01PM.

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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.