

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 6:37PM

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

V. CHAIRWOMAN'S UPDATE

J. Nixon reported:

Seasonal Decorations: As we transition into the warm summer months, the DPW has begun replacing the spring flags along Main Street with summer-themed ones, featuring a blue pool water background with bright patterned inner tubes. Main Street Inc. has also been active, planting flowers in the planters over the weekend.

Film Inquiries and Permits: We are still awaiting the official announcement from the NJEDA Film Commission regarding South Jersey Film Ready communities, but we have received several inquiries about filming in Maple Shade. I approved our first film permit on May 10th for a short film to be shot in the Municipal Building by an LA Film School student referred by the NJ Film Commission.

Promotional Video: The filming of our promotional video wrapped up this afternoon. After conducting numerous interviews with residents, business owners, and community leaders, I am excited to see the final product. Susan and I discussed hosting a film premiere at the municipal building for both the promotional video and the short film.

New Business Ribbon Cutting: We celebrated the opening of Mahi Brow Bar in the Kingsway Plaza on Lenola Road with a ribbon-cutting ceremony on May 3rd. The business specializes in eyebrow and face threading, as well as brow tinting. Welcome to Maple Shade!

AARP Community Challenge Grant: Unfortunately, we were not selected for the AARP Community Challenge Grant. They received over 3,300 applications but said their reps may follow up on our request and share it with other potential funders.

T-Mobile Hometown Grant Application: I am currently working on a grant application for the T-Mobile Hometown Grant, which supports community projects that enhance the quality of life for residents. We seek funding for a seating and art initiative at Collins Lane Park in collaboration with Canvus, a company that upcycles retired turbine blades into furniture. Residents will be invited to participate in the design process by submitting artwork ideas, and selected artists will paint the furniture. This project aims to enhance public spaces, promote sustainability, and encourage artistic expression, fostering a vibrant and inclusive community.

Cannabis Ordinance and Applications: Following the adoption of the cannabis ordinance discussed at our last meeting, we received our first cannabis application along with the \$10,000 non-refundable application fee. I met with the applicant company, and they are enthusiastic about becoming part of our community, looking to build relationships and support residents and organizations.

Neighborhood Article by Homes.com: Homes.com contacted Mayor Schmidt and then me for a neighborhood article on Maple Shade, which is now published on their site. The article highlights the appeal of our community and since its publication on May 8th, seven homes have been sold in Maple Shade.

Moving Market: Unfortunately, we had to cancel the Moving Market event due to insufficient interest from vendors. However, I am not giving up on the idea of hosting a farmer's market. Especially since I'd like to aim to organize it at various locations around town to include residents from the apartment complexes and continuing fostering those relationships to make them feel more included in community events.

VI. PUBLIC PORTION

None.

VII. TREASURER REPORT E. Wallace reported:

Ending account balance as of 5/6/24 of the ABC Trust Account is \$15,627.90

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

This does not reflect the budget that was passed in April. Funds from the 2024 budget will be reflected at the next meeting.

VII. OLD BUSINESS

1. Resident and Business Surveys (Resident closed 5/1): L. Carsillo presented the results of the Resident Survey that was closed on 5/1/24. 104 members of the community took the survey. The biggest takeaways were that people would like downtown to be updated and filled with more variety for shipping and sit down restaurants (No Pizza/Italian); for parks to be updated and better accessibility. Christine Rowley and Maureen Smith were the winners of the Shade Bucks. J. Bennett presented the current data from the Business Survey. 26 businesses responded. The biggest takeaways were that those who responded rated the business Climate of Maple shade a 6.15 out of 10; Future Growth was mixed with 30.4% expecting to maintain their size, 25.1% plan to expand and 8.7% plan to downsize (34.8% did not answer.), with recommendations to promote awareness, encourage networking, support diverse business types and monitor business climate. The business survey will remain open to help continually gather data.

2. Market Off Main Update: J. Nixon reported that the Market off Main's date has changed to August 24th due to security/logistical concerns of having it in conjunction with the Car Show. The planned location has also changed to Gazebo Park. Fees are \$25 for a 10x10 space. Food and Beverages will be supplied by Maple Shade Businesses only. So far we have 10 vendors registered for the event.

3. 30/30 Dare Business Network Event: J. Nixon reported that she is preparing for the event on June 5 at Rowan College in Blackwood. She has created a booklet with logistics and statistics for investors using our survey data about what Maple Shade wants to attract and what we have to offer. J. Nixon has also reached out to commercial real estate owners in town to see if anyone is willing to sell or rent and received several responses.

The 3 things Maple Shade wants to see is 1. More sit down restaurants, 2. Entertainment (arcades, painting, etc.) and 3. Box Chains on 38 & 73 corridor. What Maple Shade has to offer are 1. 5 year tax abatement, 2. Pilot Program and 3. Two pocket liquor licenses.

4. Upcoming Calendar of Events: J. Nixon reported that the calendar of events will not be printed and mailed at this time but it was printed in the newsletter.

5. Filming Update: J. Nixon reported that the promotional video was completed and will be used at the 30/30 event. A. Edgar also created an original song for the video which was played after the meeting.

6. Mural/Art Ordinance – Application: J. Nixon reported that the Art Committee (L. Carsillo, E. Wallace, J. Nixon, B. Loomis, A. McVeigh and S. Nunes) must meet to create an application for those who want to bring art to the community.

7. Downtown Dog Update: J. Nixon reported that 21 dogs have been registered to the event and walk ups are welcome. The Berry Bus is coming to the event and will have Pup Cups. And there are 10 confirmed pet friendly vendors.

8. Bubble Festival Update: J. Nixon Reported that the location of the Bubble Festival is on July 10th and has been moved to Yocum on the soccer field. There are 16 family friendly vendors, face painters, and food and popsicle trucks. We will need volunteers to help with the bubbles.

IX. NEW BUSINESS/IDEA EXCHANGE

1. Community Connections Day: J.Nixon reported that we will be planning a community connections day for all of the organizations in town to table in order to help promote what Maple Shade has to offer in terms of groups, activities, services, volunteer organizations, etc.

2. Food Truck Festival 6/10: J.Nixon reported that the BEDC will have a table at this event and we will need volunteers. Business survey, Maple Shade promotional video, etc. will be presented at our table.

X. ANNOUNCEMENTS

1. Downtown Dog Parade is tomorrow, 5/22 at Gazebo Park

2. Memorial day Ceremony at VFW on Main Street 5/27 at 11am - L. Marryott-Wiest suggested the BEDC present a wreath at the ceremony in accordance with what was formally done on the advisory Board. M. Constatine motioned to approve, J. Bennett seconded. All in favor. The BEDC will present a wreath for the Memorial Day Ceremony. L. Marryott-Wiest will place the order and S. Nunes will present on behalf of the BEDC at the ceremony.

3. Food Truck Festival 6/10

4. Concert in the Park 6/18

5. Maple Shade 4th of July Celebration 6/29

6. Bubble Festival 7/10

I. NEXT MEETING is Tuesday, July 16, 2024–*Notice is being forwarded in accordance with The Open Public Meetings Act.*

II. MOTION TO CLOSE

1. Motion to close- M.Constantine

2. Second to the motion- A.Egner

III. ADJOURNMENT 8:03PM.

