

Township of Maple Shade
 Business and Economic Development Commission
 Maple Shade Municipal Building – Senior Room
 July 16, 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 | ✓ | K. Johnson* | ✓ | J. Nixon | ✓ | E. Wallace* | ✗ |
| L. Carsillo* | ✓ | B. Loomis* | ✗ | B. Norcia* | ✓ | N. Wiest* | ✓ |
| M. Constantine* | ✗ | L. Marryott-Wiest* | ✓ | S. Nunes* | ✓ | Accepting Applicant | |
| S. Danson | ✓ | A. McVeigh* | ✗ | C. Thomas* | ✓ | Accepting Applicant | |
| A. Egner | ✓ | J. Mortimer* | ✓ | S. Torrey* | ✓ | | |

V. SUMMER ONCE AROUND

J. Nixon first had everyone go around the room and share their summer plans.

VI. CHAIRWOMAN’S UPDATE

J. Nixon then reported: The 3rd Annual Downtown Dog Parade was a success despite the warmer than average May temperatures. The winner was a Chihuahua named Bubs, who received the 2024 Downtown Dog trophy and a \$25 Shade Bucks gift card. Tony Egner was the DJ at the event.

At our last meeting, we spun the wheel for the Resident Survey raffle winners, who received \$25 Shade Bucks gift cards. The MSBA has generously donated the Shade Bucks to the BEDC. Thank you MSBA.

The film project highlighting Maple Shade has been completed and released to the public. It was presented at council and is now available on the MapleShde.com website and the township YouTube channel.

Our first film permit application was accepted, and the project was filmed on June 1st. It is now in the post-production phase.

The Dare Business Network 30/30 Event was a success and provided great exposure for Maple Shade. Attendees included, BEDC Director Jenn Nixon, Township Manager Susan Danson, Mayor Schmidt, Deputy Mayor Wiest, Councilwoman Sandy Nunes, Community Development Director Pradip Soni and Tax Assessor Linda Rogers. There were several productive conversations with developers and investors resulting in five follow-up meetings with companies interested in doing business in Maple Shade.

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J. Nixon met with LAEDA, an organization based in Camden, NJ that offers free services to businesses and aspiring entrepreneurs. They are interested in partnering with Maple Shade to support our community's growth. J. Nixon will send contact information to MSBA and MSMS.

The Bubble Festival was a huge success last week, even in 100-degree weather. An estimated 1,000 people attended the event from 5:00PM -8:00PM. Entertainer Grandpop Bubbles used the most bubble solution he has ever had at an event. There were 13 vendors, a face painter and 3 food trucks that paid to attend the event. There were 20 volunteers including staff members sent from Keith Johnson, Fox Meadow staff, Heroes from Hurley's Heroes and other community members.

Since the last meeting, the Township has received a second cannabis application with a \$10,000 fee.

VII. PUBLIC PORTION

Sara Kanicki from the MSBA invited everyone to the MSBA Car Show on September 7th and the MSBA Pizza Fest on Sunday September 15th.

VIII. TREASURER REPORT E. Wallace reported in absentia:

The ending account balance for the original ABC Trust account as of 07/02/2024 is \$16,002.90. The ending account balance for the township account as of 07/02/2024 is \$12,500.

IX. OLD BUSINESS

1. Market Off Main Update - J. Nixon, S. Danson and L. Carsillo met to discuss the project. There are currently 30 vendors approved. The MSPD will assist with side street closure and 2 porta johns have been ordered for the event on August 24th.

2. Filming Update - Amir Cole was sent the Maple Shade from NJ Film Ready Association and shot a short film at the municipal building. The film is titled *Another Sunny Day* and its subject matter is following a police officer after a shooting incident. The film is currently in post-production. Maple Shade would like to host a viewing party. The rating is currently unknown. It was discussed using the film's viewing party to promote the Mayor's Mental Health Program as well as the School District's Mental Health Training programs and Veterans' PTSD programs.

3. Mural/Art Ordinance – Application - The art committee met to discuss the application and a step-by-step toolkit for applying and installing community art per the art ordinance that was passed by Council. The application and toolkit are in the works. The art committee needed another member and L. Marrayott-Wiest volunteered to join the art committee.

4. Endless Boutique Ribbon Cutting - The new high end sneaker boutique on Main Street had its ribbon Cutting ceremony two weeks ago. The owner has a large local following on Instagram, and this is his first brick and mortar store. J. Mortimer helped the business owner find the space on Main Street.

X. NEW BUSINESS/IDEA EXCHANGE

1. ICSC Meet the Municipalities 8/8 - The International Council of Shopping Centers is having a 2-hour event at Ocean's Casino on August 8th. This event is similar to the Dare 30/30 event but on a larger scale. There will be thousands of investors and many municipalities present. Maple

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Shade will send 3 representatives to the event. The marketing material from the Dare 30/30 event will be updated and used for this event.

2. Tony Roni's Grand Opening Ribbon Cutting - will take place on August 8th. There will be a Happy Hour for the community at 4PM after the ribbon cutting.

3. Small Business Saturday – Small Biz Bash - the BEDC will host a Small Biz Bash on Small Business Saturday, November 30th. It will be for all businesses in town. Businesses not on Main Street will be able to table in the Gazebo Park, if they wish. There was discussion on a gift-wrapping station, Shade Bucks discounts and other deals as part of the event. Committee members include J. Bennett, L. Carsillo, J. Nixon, and S. Danson.

J. Mortimer discussed some difficulties with filling commercial spaces due to long timelines and confusing processes for business owners trying to establish businesses in Maple Shade. There was discussion on some changes that could be made to ease the burden in the 2026 Master Plan and the possibility of the creation of an information packet for new businesses.

XI. ANNOUNCEMENTS

1. National Night Out 8/6
2. Concert in the Park 8/13
3. Market Off Main 8/24
4. Movie in the Park 9/13

Main Street Maple Shade has their Monthly Bingo and is doing another round of grants for Main Street Businesses. The grants will be announced in the beginning of September.

Sustainable Maple Shade's Fall Community Clean Up will be on October 13th from 9am-11am.

XII. NEXT MEETING is Tuesday, September 17, 2024 – Notice is being forwarded in accordance with The Open Public Meetings Act. ENJOY THE REST OF YOUR SUMMER!

XIII. MOTION TO CLOSE

1. Motion to close - L. Marrayott-Wiest
2. Second to the motion - A. Egner

XIV. ADJOURNMENT 7:57PM