

Township of Maple Shade
 Business and Economic Development Commission
 Maple Shade Municipal Building – Senior Room
 September 17, 2024 – 6:30PM

Meeting Agenda

I. CALL TO ORDER – 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. Mortimer*	✓	S. Torrey*	X
L. Carsillo*	✓	S. Kanicki	✓	J. Nixon	✓	E. Wallace*	✓
M. Constantine*	✓	B. Loomis*	✓	B. Norcia*	✓	N. Wiest*	✓
S. Danson	✓	L. Marryott-Wiest*	✓	S. Nunes*	✓	Accepting Applicant	
A. Egner	✓	A. McVeigh*	✓	C. Thomas*	✓		

V. CHAIRWOMAN’S UPDATE

J. Nixon officially welcomed Sara Kanicki to her first official BEDC meeting. In collaboration with Lauren from the Recreation department, the BEDC organized a spontaneous “Phillies at the Township” watch party for senior residents (60+), held on July 25th. Around 25 seniors attended and there is interest in hosting another. Special thanks to S. Kanicki for volunteering for the day of the event. On August 8th, Mayor Schmidt, S. Danson and J. Nixon attended the ICSC Meet the Municipalities session at the Ocean Casino. Maple Shade was 1 of 10 municipalities invited, leading to 3 promising follow-up meetings, including one with Kaplan Companies. Also on August 8th, Tony Roni’s had its grand opening after rebranding from Uno’s. The LAEDA, in partnership with Fox Meadow and the MSBA, hosted a free “Introduction to Entrepreneurship” seminar at the Fox Meadow Community Center. It had 15 registrants. J. Nixon attended and spoke to the potential business owners about how we can support them if they choose to set up in Maple Shade. J. Nixon is planning another Business appreciate event. The date needs to be revisited because the original day conflicts with a Rotary Club Event.

VI. PUBLIC PORTION

None.

VII. TREASURER REPORT from Emily Wallace

The ending account balance for the original ABC Trust account as of 09/06/2024 is \$16,802.90

The ending account balance for the township account as of 09/06/2024 is \$12,500.

The amount brought in from the Market Off Main event is \$600 has been received.

VIII. OLD BUSINESS

1. Market Off Main Update - J. Nixon reported that the Market off Main brought in over \$1,000.00, but out of the 46 vendors only 22 came to the event. There was light foot traffic, but vendors were impressed with the set up and expressed interest in attending another Market Off Main event. The BEDC can reevaluate the date, the name, etc. in order to grow the event next year.

Township of Maple Shade
 Business and Economic Development Commission
 Maple Shade Municipal Building – Senior Room
 September 17, 2024 – 6:30PM

2. Small Business Saturday - Small Biz Bash - The committee met to plan the event. This is to be a Maple Shade wide event and a celebration of Maple Shade. J. Nixon is reaching out to all businesses in town. The BEDC will provide the marketing and advertising for the event. The businesses just need to tell us their deals to entice residents to shop Maple Shade. The committee is to meet again on Oct 1st.

IX. NEW BUSINESS/IDEA EXCHANGE

1. Community Connections Day - L. Carsillo discussed having an event in town where all of the organizations in town can table to promote their organizations and recruit volunteers or members. It was suggested to be an outdoors Springtime event. Aces field was discussed as a location. The event would be all day (9am-2pm). J. Nixon will put the event on the January meeting agenda for planning and L. Carsillo will reach out to sports organizations in town for prospective dates.

2. Accepting Applications - The BEDC has 1 at large member position open. If you know anyone interested please direct them to the application online.

3. Art Survey sent by Emily Wallace - E. Wallace is asking for BEDC support of the Art Survey. This is a questionnaire for artists in town to fill out so that we have data on our art resources. E. Wallace is to send S. Danson the QR code and a small write up for the newsletters to help market the Survey.

4. Paver Initiative/Fundraiser - J. Nixon proposed a new paver initiative fundraiser for the BEDC. PAVERART is the vendor. They came and did an assessment and found 36 bricks currently on our Main Street area that need to be replaced. The out-of-pocket cost per brick is \$25, plus a \$100 brick extraction tool. It was discussed that the typical price point per brick for a fundraiser is about \$125, which is a \$100 profit per sale. The DPW will extract bricks and install the new ones. The BEDC would like to include the VFW in this initiative as they have a bricked walk as well. We will start with the replacement of the 36 bricks prior to launching the fundraiser. L. Marryott-Wiest made a motion to use funds from the ABC Trust to repair the 36 Bricks and purchase the extracting tool, if needed, for an amount not to exceed \$1,500.00. A. McVeigh seconded.

Voting Members	Ayes	Nays	Abstain	Absent
L. Carsillo	x			
M. Constantine	x			
K. Johnson	x			
B. Loomis	x			
L. Marryott-Wiest	x			
A. McVeigh	x			
J. Mortimer	x			
B. Norcia	x			
S. Nunes	x			
C. Thomas	x			
S. Torrey				x
E. Wallace	x			
N. Wiest	x			

Township of Maple Shade
Business and Economic Development Commission
Maple Shade Municipal Building – Senior Room
September 17, 2024 – 6:30PM

5. See My Legacy - J. Nixon presented the SeeMyLegacy digital hub for giving. It is a service that helps municipalities create and manage different memorial programs, sponsorship opportunities and volunteer activities. After some discussion, the BEDC members agreed they would like more time to look into the company and see if any could be done in house and if any neighboring municipalities have had success using the platform. J. Nixon has a follow-up meeting with the company and asked that all questions be sent to her. This will be pushed to the November meeting for further discussion.

6. FinCredit/Property Tax Card - J. Nixon presented the Property Tax Card Reward Program. This program was piloted in Marlboro, NJ. It is a discount program that businesses buy into that encourages residents to shop local. Businesses choose what discount they want to give, and residents receive a tax credit for shopping locally. Renters and non-residents can also enroll and receive an annual check. BEDC Members had questions and J. Nixon suggested that they be sent to her for her follow-up meeting

X. ANNOUNCEMENTS

1. Touch A Truck 10/6
2. Sustainable Maple Shade's Fall Community Clean Up 10/13
3. Maple Shade Halloween Parade 10/26
4. Town Hall Trick or Treat 10/31
5. Election Day 11/5

XI. NEXT MEETING is Monday, November 18, 2024 – *Notice is being forwarded in accordance with The Open Public Meetings Act.* AS A REMINDER, THE MEETING IS CHANGED TO MONDAY FOR NOVEMBER'S MEETING DUE TO THE ANNUAL NJ LEAGUE OF MUNICIPALITIES CONVENTION.

XII. MOTION TO CLOSE

1. Motion to close – A. Egner
2. Second to the motion – T. McVeigh

XIII. ADJOURNMENT – 7:48PM