

Township of Maple Shade
 Business and Economic Development Commission
 Maple Shade Municipal Building – Senior Room
 November 18, 2024 – 6:30PM

Meeting Minutes

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*	✓	C. Thomas*	✓
L. Carsillo*	✓	S. Kanicki	✓	J. Nixon	✓	S. Torrey*	✗
M. Constantine*	✓	B. Loomis*	✓	B. Norcia*	✗	E. Wallace*	✓
S. Danson	✓	L. Marryott-Wiest*	✓	S. Nunes*	✗	N. Wiest*	✓
A. Egner	✗	A. McVeigh*	✗	F. Punzi	✓		

V. CHAIRWOMAN’S UPDATE

J. Nixon thanked everyone for their patience during the last meeting’s technical difficulties while she attended the meeting via zoom. The September meeting overlapped with her attendance at the Governor’s conference on housing and economic development in Atlantic City. J. Nixon also reported that despite offering a 50% discount for returning businesses, only two businesses on Main Street registered for this year's holiday light installation with window genie. The Gazebo Park, Veteran Memorial and Train Station will be lit up this week by Reilly’s. The wreaths and holiday decor will be installed on Main Street. J. Nixon met with the Gosik’s, the previous owners of Sensational Host Catering. They are looking to sell their pocket liquor license for \$350,000 and are willing to offer payment arrangements for the license as well. The Small Biz Bash committee has been planning the event for November 30th. And the BEDC celebrated its 1-Year Anniversary and J. Nixon hopes everyone received their card of appreciation.

VI. PUBLIC PORTION

None.

VII. TREASURER REPORT from Emily Wallace

E. Wallace Reported:

The ending account balance for the original ABC Trust account as of 11/01/2024 is \$16,802.90

The ending account balance for the township account as of 11/01/2024 is \$9,193.12

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VIII. OLD BUSINESS

1. Application Approval – Welcome Frank Punzi: J. Nixon announced that we have approved the application of Frank Punzi as a member at large to the board and we are now a full commission. The board welcomed him. The BEDC will still accept applications and hold them for the future if we fall below 19 members.

2. Paver Initiative/Fundraiser – J. Nixon reported that the pavers are ready for pick up. Only \$1000.00 of the \$1500 budget was spent. On Saturday, November 23 at 9:00 am J. Nixon, J. Bennett, B. Loomis, E. Wallace and S. Kanicki’s husband will replace the bricks on Main Street. The BEDC is going to move forward with the 2nd phase of the fundraiser. The bricks cost \$25. They will be sold for \$100 through 12/20 for the Holidays. Certificates will be made for those purchased for the holidays. K. Johnson offered to sponsor the fundraiser with \$20 gift cards to Laurel Lanes at the Small Biz Bash on November 30th for each brick sold. After 12/20 the price of the bricks will go up to \$125 and the fundraiser will continue on a rolling basis. Each brick can have up to 3 lines with 16 characters per line.

3. See My Legacy - There was discussion regarding the See My Legacy program that was introduced at the September meeting. After the discussion M. Constantine motioned to purchase the See My Legacy services for \$2,500. N. Wiest seconded the motion.

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

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After the motion failed N. Wiest motioned for a subcommittee to explore providing similar services of See My Legacy in house. The subcommittee would be led by J. Bennett and include M. Constantine, L. Marryott-Wiest and J. Nixon. M. Constantine seconded the motion.

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			

4. FinCredit/Property Tax Card - There was discussion regarding the FinCredit/Property Tax Card that was introduced at the September meeting. After discussion there was a motion by N. Wiest to encumber the funds for the program and ask for FinCredit to do a presentation to the BEDC before moving it along to Council for approval. J. Bennett seconded the motion.

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			

The motion carried.

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5. Small Biz Bash Update - J. Nixon reported that the Small Biz Bash Committee has been working hard on the event. There are 18 businesses registered for the event and 30 local vendors registered for the popup market. The promotional website is live. Participating businesses will have reusable tote bags to give away during the event while supplies last. Everyone who shops the pop-up market or registered businesses can get their “passport” stamped and 3 stamps will equal one entry to win a 70-inch smart TV that was donated by J. Nixon and S. Danson. J. Nixon also created a “shop local” pledge for residents to take. The event needs BEDC members to table the BEDC table at the popup market. F. Punzi and L. Carsillo will table from 9-11am and M. Constantine and L. Marryott-Wiest will table from 11am-1pm. B. Loomis will be a floater.

6. Charles “Chuck” Drass Award Nomination - there was only one nomination for the Charles “Chuck” Drass Award. J. Nixon handed out packets with the nomination information. If you do not agree with the nomination, reach out to J. Nixon.

7. Buddy The Elf - J. Nixon reported that there is a Will Ferrell impersonator that can do the character Buddy the Elf. He is available for the November 30th Small Business Bash and if hired, he would work the entire day and go wherever directed. It was discussed that he could roam the pop-up market and visit each registered business to drive shoppers to the businesses on the day of the event. He can also collect donations to help cover the cost of his services. The cost for his services is \$4,500. S. Danson reported there are miscellaneous funds in the amount of \$1,000 available to go toward the cost. B. Loomis motioned to use \$3,500 from the former ABC fund for Buddy the Elf impersonator for the Small Business Bash. J. Bennett 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			

The motion carried.

IX. NEW BUSINESS/IDEA EXCHANGE

1. 2025 Goals - S. Danson reported on the 2024 accomplishments. The BEDC held or took part in 29 events and promotions including: the Business Appreciation Event, FilmReady, Meet the

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Municipalities/DARE Network, Grand Openings, Market Off Main, resident and business surveys, etc. Going forward some goals would be implementing facade/design requirements for businesses, streamline new business processes, create an art district, increase business engagement and have the BEDC be involved in the Master Plan due in 2026. J. Nixon would like to improve businesses, increase foot traffic to all business corridors, facilitate more partnerships and more participation. M. Constantine also discussed upgrading the LED sign on Main Street.

X. ANNOUNCEMENTS

1. Monday, November 25th – Business Appreciation Event
2. Saturday, November 30th – Small Biz Bash
3. Friday, December 6th - Photos with Santa
4. Saturday, December 14th - Holiday Festival
5. Tuesday, December 31st - Noon-Year's Eve Party

XI. NEXT MEETING is Tuesday, January 21, 2025 – *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 – 8:23PM