

Township of Maple Shade
 Business and Economic Development Commission
 Maple Shade Municipal Building – Senior Room
 July 15, 2025 – 6:30PM

Meeting Minutes

I. CALL TO ORDER at 6:32PM

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 December 27, 2024.
2. Mailing Notice to the Courier Post, The Central Record and Burlington County Times on December 27, 2024.
3. Posting Notice on the Official Municipal Bulletin Board on December 27, 2024.

IV. ROLL CALL

J. Bennett*	X	K. Johnson*	✓	J. Nixon	✓	C. Thomas*	✓
G. Capate	✓	C. Kauffman*	X	B. Norcia*	✓	S. Torrey*	X
L. Carsillo*	✓	B. Loomis*	X	S. Nunes*	✓	K. Tunney	✓
S. Danson	✓	A. McVeigh*	✓	F. Punzi	X	E. Wallace*	✓
A. Egner	✓	J. Mortimer*	✓	D. Smith*	X		

V. TREASURER REPORT from E. Wallace Reported:

The ending account balance for the original ABC Trust account as of 7/3/2025 is \$7,187.20.
 The ending account balance for the township account as of 7/15/2025 is \$12,500.00.
 The ending account balance for the paver and fundraising account as of 7/3/2025 is \$4,596.70.
 The decrease for the original ABC trust account was due to an American Flag purchase for Main Street.
 The fundraising account had additional pavers purchased from Paver Art for \$1200 and we had a few additional paver purchases totaling \$875.

VI. COMMITTEE REPORTS

1. Budget & Funding | Chair: E. Wallace, S. Danson, J. Nixon & K. Tunney:

The budget committee met on June 30th with the fundraising committee. We discussed paying someone to install the pavers. J. Mortimer asked when and where the pavers will be installed. The bricks will be installed in the spring on the 100 block on Main Street on the odd number side. See my legacy will be paid for by previously encumbered funds from the Property Tax Card program.

2. Ordinance Review & Business Policy | Chair: J. Bennett, L. Carsillo, K. Johnson, A. McVeigh & J. Nixon:

The ordinance review committee met on July 8th. We were joined by Kyle Wagner, the Township’s new Director of Community Development and Zoning Officer. Kyle reported that he has identified many opportunities for the Maple Shade business community to grow by streamlining processes for incoming businesses and reducing unnecessary red tape. Kyle acknowledged many of the challenges the BEDC has previously discussed and has begun addressing several of them. The committee decided that the BEDC’s role would be to support Kyle in these efforts and shift its focus toward initiatives such as improving accessibility and visibility of business resources, particularly through updates to the Township website and beginning discussions around design standards to better guide commercial property owners.

Township of Maple Shade
 Business and Economic Development Commission
 Maple Shade Municipal Building – Senior Room
 July 15, 2025 – 6:30PM

3. Public Art | Chair: L. Carsillo, S. Danson, B. Loomis, J. Nixon, F. Punzi & E. Wallace:

The Public Art committee has met multiple times. The high school art teacher, Jenn Braverman, has agreed to have her art students design the “Trapp Bridge” artwork. They will begin when school is back in session in the fall. The committee had a meeting with artist Kala Hagopain regarding a mural at 8 N. Forklanding Road. Kala is a professional artist. Her quote for the entire wall came back at \$75,000. This is a comparable going rate for the industry. She can also do a smaller mural on the wall where she ties in the entire space to reduce the cost. We would need to secure funding before moving forward. You can view her eco-mural projects here: <https://www.hagopianarts.com/new-eco-mural-project>. We have also applied for the Global Roots Mural Project, and we are considering a Paver Art project, possible at Collins Lane Park, from the same company that does the pavers we are putting on Main Street You can see more about Paver Art here: <https://www.youtube.com/watch?v=qBdwDNzqH6g&t=5s>. B. Norcia advised the committee to check out the Perkins Center.

4. Fundraising and Grants | Chair: J. Nixon, J. Bennett, B. Loomis & E. Wallace:

On June 13th J. Nixon sent an email to propose entering in a 1-year contract with See My Legacy. The 1-year contract would be funded through previously encumbered 2024 funds allocated for the Property Tax Card program, which was tabled in January. It would have no impact on the 2025 budget or on the current BEDC fundraising account balance. Upon completion of the contract term, the BEDC will review the performance and return on investment to determine whether to extend or terminate the agreement. The cost is \$2,500.00.

Voting Member	Ayes	Nay	Abstain	Absent
J. Bennett*	✓			
L. Carsillo*		X		
K. Johnson*	✓			
C. Kauffman*				✓
B. Loomis*	✓			
A. McVeigh*	✓			
J. Mortimer*	✓			
B. Norcia*	✓			
S. Nunes*	✓			
D. Smith*	✓			
C. Thomas*				✓
S. Torrey*	✓			
E. Wallace*		X		

5. Event Planning | Chair: B. Loomis, J. Nixon, L. Carsillo, A. Egner:

The event planning committee requests approval for planning and budget funds for The Maple Shade Color Run for the Arts, to be held on September 27, 2025. The Committee requests to use RunSignUp.com for registration, fundraising and race-day logistics. There is zero cost to the township for this platform because all fees are passed to the user. The Events Committee requests a \$2000 budget to cover start-up supplies including T-shirts, 100lbs of color powder and a balloon arch for the start/finish line. The events committee also submitted their sponsorship levels breakdown.

Township of Maple Shade
 Business and Economic Development Commission
 Maple Shade Municipal Building – Senior Room
 July 15, 2025 – 6:30PM

Voting Member	Ayes	Nay	Abstain	Absent
J. Bennett*				X
L. Carsillo*	✓			
K. Johnson*	✓			
C. Kauffman*				X
B. Loomis*				X
A. McVeigh*	✓			
J. Mortimer*	✓			
B. Norcia*	✓			
S. Nunes*	✓			
D. Smith*				X
C. Thomas*	✓			
S. Torrey*				X
E. Wallace*	✓			

VII. PUBLIC PORTION

None.

VIII. OLD BUSINESS

1. Monthly Meeting Schedule - on May 21, 2025, J. Nixon sent out the May meeting minutes with a proposal by S. Danson to consider moving to monthly meetings to better support the growing number of initiatives and event planning discussions. An anonymous poll was sent to all members of the BEDC. 13 members responded. 9 voted yes to transition to monthly meetings. 1 voted no and 3 voted no preference. The BEDC will move to monthly meetings starting in September. J. Nixon handed out a calendar with the meeting dates for the rest of 2025.

IX. NEW BUSINESS/IDEA EXCHANGE

1. Burlington County Celebrates America’s 250th Anniversary/FIFA World Cup - J. Nixon met with county officials to help prepare the area for America’s 250th Anniversary and the FIFA World Cup which will be held in Philadelphia, PA. Because of these events happening in 2026, there will be an influx of visitors to the area. Burlington County holds the most historical sites in New Jersey, and we are adjacent to Philadelphia. There are also not enough hotel rooms available for the predicted number needed for travelers for the FIFA world cup, and thus people will be spilling over to our area. Organizations should start planning events now with this in mind. Especially considering our 4th of July celebrations overlap with the World Cup in Philadelphia.

2. Evaluation Tactical Urbanism in New Jersey - S. Danson passed out a packet entitled Evaluating Tactical Urbanism in New Jersey for review by the commission. This 2019 report gives details on short-term, low cost and scalable projects that are low risk but can have high reward solutions for urban environments. She encouraged each member to read the packet and think about ways Maple Shade could implement similar solutions.

Township of Maple Shade
Business and Economic Development Commission
Maple Shade Municipal Building – Senior Room
July 15, 2025 – 6:30PM

X. NEXT MEETING is Tuesday, September 16, 2025 – Notice is being forwarded in accordance with The Open Public Meetings Act.

XII. MOTION TO CLOSE

1. Motion to close - J. Mortimer
2. Second to the motion - A. Egner

XII. ADJOURNMENT - 7:46PM