

Township of Maple Shade  
 Business and Economic Development Commission  
 Maple Shade Municipal Building – Senior Room  
 October 21, 2025 – 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 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*	✓	C. Kauffman*	✗	B. Norcia*	✗	K. Tunney	✓
G. Capate	✓	B. Loomis*	✓	S. Nunes*	✓	E. Wallace*	✓
S. Danson	✓	A. McVeigh*	✗	D. Smith*	✓	<b>OPEN*</b>	
A. Egner	✓	J. Mortimer*	✓	C. Thomas*	✗	<b>OPEN</b>	
K. Johnson*	✓	J. Nixon	✓	S. Torrey*	✗		

**I. TREASURER REPORT**

E. Wallace reported that as of October 1st, the BEDC Township account balance was \$8,075.38, the original ABC account balance was \$8,187.20, and the fundraising trust account balance was \$5,851.70.

**II. COMMITTEE REPORTS**

No committee meetings have been held recently. Committee chairs were asked to meet with their respective groups prior to the November meeting to develop an end-of-year plan for goals not met. If a committee chair does not schedule a meeting before November 1st, members are encouraged to reach out to J. Nixon.

**III. OLD BUSINESS**

1. Color Run Update: Bobbilynn and Susan coordinated the Color Run event on 9/27, which was a tremendous success, drawing over 120 participants. Attendees had a great time getting covered in color, and many were already discussing their outfit ideas for next year’s event. There were 11 volunteers, including two high school students, assisting throughout the day. The Police Department reported no roadway issues, and one enthusiastic family even cheered from their porch with kazoos as runners passed by. Both B. Loomis and S. Danson recommended continuing the Color Run as both a community tradition and a fundraiser. It was noted by S. Nunes that there was a minor checkpoint issue at the corner of Route 73 and Haverford that will be reviewed for future improvement. Color Run Financial Summary – The Color Run for the Arts

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successfully raised funds to support the BEDC's community art initiatives. Business sponsorships generated \$4,100, with the Alden Café serving as the Premier Sponsor at \$1,500. Additional support came from T-shirt sponsors, Color Blast sponsors, and Community Art sponsors. Participant registration fees totaled \$1,830, while donations through the RunSignUp website brought in an additional \$315. Back-to-school promotional coupons redemptions and free-run entries provided to business sponsors amounted to \$290. A \$10 processing fee was deducted for check printing and mailing. In total, \$1,822 was raised through the RunSignUp platform, contributing to an overall event total of \$5,922. An additional \$65 was collected on the day of the event through walk-up registrations and drive-by donations, bringing the grand total to \$5,987, surpassing the original \$5,000 goal. Color Run Sponsors – Sponsor recognition boards were displayed at the event, and there was discussion about framing and presenting the signs to the sponsors as a thank-you gesture. The top three sponsors were Alden Café, Thompson Lamination, and Fox Meadow Apartments. Event expenses included T-shirts, the balloon arch, color powder, and photography by Rudy Lauletta, with then resulted in him generously donating his time to support the event after enjoying the community event.

## 2. 2026 Events Calendar

Mayor Talarico and J. Nixon are collaborating on the creation of a community "mailendar" — a printed calendar similar to the one produced by Bobbilynn for the 100-Year Celebration. The calendar will be mailed to all residents or available for pickup at public locations. It will feature a comprehensive list of events and community events for the upcoming year. A letter was sent on September 22nd to all local organizations, committees, sports leagues, PTAs, and social groups including the 25 Club and Happy Hour, providing an explanation of the project and a link to a Google Form for event submissions. So far, Heather has been the only respondent for Sustainable and MSSC. The submission deadline is November 1st, with a goal of preparing print materials by January 1st. Google Form collects detailed event information and instructs submitters to email their flyers separately. Submitted events will automatically be added to the Township calendar, bulletin boards, and the monthly newsletter, eliminating the need for duplicate submissions. In addition to the mailendar, there are possible plans to create sandwich boards and window displays in vacant buildings to highlight major community events. Commission members are encouraged to follow up with organizations that hold annual events. J. Mortimer will connect with Main Street Maple Shade. S. Nunes will reach out to Jay Renwick at the VFW regarding the Clam Bake and G. Capate will notify the PTA and PTSA groups. Events may be entered with general timeframes (e.g., "November 2026") until exact dates are confirmed.

## 3. Paver project update

Last year, a holiday special was offered for the engraved brick fundraiser, providing a discounted price of \$100 per brick for orders placed through December 20th, after which the price returned to the regular rate of \$125. The question was raised whether

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to offer a similar promotion this year. After discussion, the group agreed to run an extended holiday special from November 1st through December 20th to encourage seasonal participation and holiday gift purchases.

#### 4. Resident Welcome Packet

From our 9/16/25 meeting, we revisited the idea of creating a resident welcome packet, originally mentioned by C. Thomas and Mayor Talarico. S. Danson explained two main concepts: A brochure-style pamphlet in a bag containing local products and a welcome note from the Mayor. Or a packet assembled inside a file folder, featuring key Township and community information. The group leaned toward using file folders labeled “Welcome Home” or “Welcome to the Neighborhood” on the front. J. Nixon created a comprehensive packet booklet that includes municipal information, department contacts, community engagement opportunities, and utility reference sheets. Suggestions included adding mailing information, and items suitable for display on a refrigerator, and business-sponsored materials such as branded items or coupons. The group discussed including coupons from local businesses, such as discounts on desserts, free deliveries, or small promotional items instead of larger giveaways. Others supported incorporating sponsorship opportunities to help offset costs and feature business logos on magnets or promotional items. There was discussion about whether to use a packet, file folder, or bag format. J. Nixon emphasized the need to be cost-conscious, avoiding large print orders in case information changes. Materials should be printable in-house for flexibility and affordability. S. Danson expressed interest in knowing which format realtors prefer to distribute. J. Mortimer shared that she has provided clients with a package containing business information, while it was noted that C. Thomas, when operating as Century 21, distributed a bag with folders containing directories and community details. Some recalled receiving bags with business items, coupons, town maps, calendars, and magnets when purchasing homes, which could serve as inspiration. The idea of using reusable bags with a Maple Shade design was well received. J. Nixon noted that there is currently a case and a half of cloth bags available. Heather supported the bag idea and suggested including a magnet inside. The group agreed to include information about community events, such as Collins Park and Concerts in the Park, and to invite businesses to pay for inclusion in the packet. Additional ideas included custom magnets with business logos and branded candy from L&S Chocolate Factory as a fun touch. The packet would target new homeowners and renters moving into Maple Shade. Suggestions included distributing packets through the Tax or Assessor’s Office when new homeowners register or mailing them directly to new addresses. S. Danson requested data on the number of new home sales in Maple Shade over the past few years to present to the BEDC board, along with addresses for potential mail distribution. The MSBA previously created a directory biannually, but due to frequent updates, it has since moved online. The group suggested creating an online binder or digital lookbook on the Township’s website to complement the physical welcome packet and ensure information stays current.

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5. Train Station Open House

The Train Station Open House will be held from 6:00 PM to 9:00 PM. Decorations inside the station will begin next week, and candy will be distributed to visitors during the event. A resident on W Park Ave. will once again host his annual walkthrough, which drew over 1,000 attendees last year. To support this year's increased participation, Council approved a block party permit allowing the closure of the street to vehicle traffic, with the hope that foot traffic from W. Park will carry over to the Train Station. D. Smith reported that the group already has decorations and will be purchasing candy. S. Danson offered the use of a fog machine, and J. Nixon volunteered to provide uplighting for the building to enhance the festive atmosphere.

**IV. NEW BUSINESS/IDEA EXCHANGE**

1. BEDC Openings & Engagement

J. Nixon reported that sadly, Lynn Carsillo has resigned from the BEDC, and Frank Punzi will be replaced after missing more than three unexcused meetings, per the attendance policy. This leaves two open seats on the Commission. The group discussed exploring new ways to increase community involvement and encourage participation in the BEDC's initiatives. To strengthen communication and visibility, members proposed expanding the BEDC's presence on social media. Plans include creating dedicated BEDC accounts on Facebook and Instagram, with the possibility of developing a TikTok account to reach a younger audience. J. Nixon will reach out to Future Forward students to invite them to assist with community engagement and social media content. All information shared online will be moderated for accuracy and appropriateness.

2. 2026 Master Plan

Meetings for the development of Maple Shade's 2026 Master Plan have officially begun. The Master Plan serves as the guiding document for the Township's vision and priorities over the next decade, often described as "the Township's bible" for future planning. It functions as a comprehensive vision board, outlining goals, land use strategies, and potential code or ordinance changes that will shape the community's growth. The BEDC has been challenged to propose two or three ideas to include in the plan. Suggested examples include façade improvements, updated signage regulations, and a Main Street tree replacement plan. Members are also encouraged to share ideas related to recreation and beautification, not only for Main Street, but also along Route 73 and Route 38 corridors. Route 73 was highlighted as an area in need of redevelopment concepts, such as entertainment venues or mixed-use development. Members are asked to email their ideas to J. Nixon or S. Danson by November 10th. Discussions have also taken place with PSE&G regarding the undergrounding of power lines. While this is an expensive endeavor, PSE&G is considering a pilot project to underground lines along one block of Main Street. The next Master Plan meeting is expected to take place in November, and the planner has agreed to attend a future BEDC meeting to discuss progress and gather input. It was noted that the cost estimate for the project exceeded

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this year's budget allocation, but planning efforts will continue. The 2026 Master Plan must be completed and adopted by December 2026.

### 3. 3<sup>rd</sup> Annual Business Appreciation Event

The third annual Business Appreciation Event will be a free dinner and networking evening open to all business owners in Maple Shade. The event is designed to express gratitude to local businesses and provide an opportunity for them to connect with community leaders and one another. This year's theme, "The Power of Partnership," emphasizes the importance of collaboration between businesses and the community in fostering local growth and success. S. Danson suggested several potential speakers for the event, including Steven Steglik of Mount Laurel, who could discuss local business promotion strategies, and Cassandra Duffy of Collingswood, recognized for her role in revitalizing the downtown business district. The goal is to feature a speaker with hands-on, proven experience in community and business development. The Business Appreciation Event will take place on Thursday, November 13th, from 6:30 p.m. to 8:30 p.m. at the Maple Shade Municipal Building.

### 4. Remaining Budget

The BEDC general account balance currently stands at \$8,075.38. It was noted that this amount will expire at the end of December if not utilized. Since previous plans for the mural and sculpture projects did not move forward, committee chairs were encouraged to meet with their groups and develop a framework for how to best allocate the remaining funds during the final months of the year. The Commission discussed the possibility of installing a metal roof at Gazebo Park. The most recent quote for the project was slightly over \$10,000. Members agreed to obtain an updated quote and explore potential funding options, such as donations or municipal capital funds. A motion to pursue quotes and consider applying up to \$8,000 toward the roof project will be addressed at the November meeting. Several budget initiatives were discussed, including hosting educational workshops for business owners on topics such as QuickBooks, marketing, and small business support. Members were asked to email additional budget ideas by November 1st. The Budget Committee will review all submissions, gather quotes, and present recommendations for consideration at the November BEDC meeting.

### 5. New Business Updates

Several business developments were reported throughout the Township. A new hot dog restaurant located near the yoga studio is preparing to open soon. Isabella's Voice Studio has returned to Maple Shade on Main Street. Main Street Taco is open and is thriving. A lease has been signed for a new tenant on the corner of Main and Forklanding Rd. Rain Tree Shopping Center, an Amazon reseller-style store, with plans to open before the holidays. The former Wells Fargo property has been sold, though details will remain confidential due to the nature of its business. The former Sun Bank building on Linola Road has received state approval to move forward with opening a

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cannabis business. Additionally, High Profile is preparing to finalize documents to purchase the former Brimar Studio building on Route 38, with plans to demolish the existing structure and construct a new facility. It was also noted that Spotless Car Wash has withdrawn its lease request for the pad site behind Wawa on Lenola Rd. The developer will be providing a list of Wawa's site requirements for future interested businesses. J. Nixon has reached out to Swig, a "dirty soda" company, to explore the possibility of opening their first Tri-State area location in Maple Shade. RPM Building ground level businesses remain uncertain regarding the future businesses. Other potential tenants discussed included an idea for CSL Plasma to become a Nifty Fifty's as attractive options for the space.

- V. NEXT MEETING is **Monday, November 17, 2025\*** – *Notice is being forwarded in accordance with The Open Public Meetings Act.*

**\*Please note that this date differs from the regular meeting schedule due to the League of Municipalities Conference taking place that week.**

- VI. MOTION TO CLOSE  
1. Motion to close—S. Nunes  
2. Second to the motion—G. Capate
- VII. ADJOURNMENT—7:44PM