

BOROUGH OF SOUTH RIVER
Economic Development Commission

Meeting Minutes

MEETING NO. 5- DATE: 5/4/15 Time: 7:30 P.M.

ROLL CALL:

Mrs. Sansone (x)	Mr. Costello (x)	Mr. Dias ()
Mr. Alai (x)	Mr. Sliker (x)	Mr. Koukourdelis (x)
Mr. Dagostino ()	Ms. Sushiska ()	Mr. Steffaro ()
Ms. Farren (x)	Mr. Deerson ()	Clm. Trenga (x)

CALL TO ORDER-Meeting was called to order at 7:34pm

1)Treasury Report-No changes to balance sheet, no expenditures

2)Old Business

a) Restaurant Week

Set date for July 19-July 23

Communication plan

-Mass media plan with newspaper, web coverage. Mr Costello to reach out to newspaper, websites , TV, radio

-Set up signage plan-mid June delivery date

Ms. Farren presented 2 designs. Committee authorized preliminary poster design to be revised as needed

Put in request with BA for Electric Bill inclusion, Ms Sansone to draft email

Created possible template for website with focus on adaptability for business changes

Put in request with BA for website posting on Restaurant Week , Ms Sansone to draft email

Project budget to be submitted to council next meeting, Mr Costello and Mr Sliker will author and submit via Clm Trenga

July 16th proposed for Cruise Night as an opening for Restaurant Week by Ms Sansone, 2nd by Mr. Alai, passed 6-0

b) Project reporting-

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- i) Sansone(communications/project management)-Nothing to report
- ii) Alai(reporting and analysis)-Report in new business

c) Business Survey reporting

- i) Online response-posted on borough website, multiple responses.
- ii) Mailing efforts-cover letter and hard copy in possession of Asst Borough Clerk, no ETA as to mailing on “to do list”. Ms Sansone to follow up on 11th.
- iii) Draft report-Report data to be finalized as of Sept. 1. Projected report to council Sept 14. Combine hard copy and online responses

3) New Business

- a) Update on Reid Street re-development efforts-Clm Trenga had nothing to report. Ms. Farren stated the best method to gain information was to attend Planning Board meeting on 19th.
- b) Business openings/Business Closings/ Business Renewals-Causeway Ice Cream slated to reopen
- c) Business Climate Quarterly Report

Mr Alai proposed an ongoing, quarterly report to counsel on the business climate in town. Report would focus on changes asked for by business and ways to streamline red tape involved in businesses transactions with South River. He proposed an electric rate study with a goal of JCPL parity. This was due to discussions with the owners of current business and businesses that have closed or moved have cited high electric rates as a major factor. Clm Trenga stated the rise in rates were due to many factors and it was not so simple as to lower them. Ms Farren stated the rates should be reviewed so as to compare proportionally to JCPL and PSEG. Mr. Sliker stated Ciffelli’s Sausage was moving with this and lack of space as key concerns. Ms Farren also stated the commission should ask for a rate study from the borough’s financial team.

Mr Alai also proposed an informational kiosk with paperwork to streamline business registration and zoning processes. Mr R. Zammit, Code Enforcement Officer, was in the audience and gave an abbreviated description of the business registration and business zoning process process. He stated the kiosk with documentation and zoning forms would not be worthwhile as their was multiple zoning variables. He also stated that zoning and code questions were answered within 3 days of receipt and the forms would be given on a needed basis. Mr Costello then asked if their was any process map or checklist detailing the steps within the process for his department. Mr Zammit stated no checklist or standard operating procedure exists for his department

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or to show the work flow between the different borough departments. Mr Zammit stated they had no need for a checklist as it was already laid out in the borough code and the clerks were versed in how to explain it to the prospective business owners.

- d) **Cruise Night**
 - i) **Date-date set for July 16, all documentation to tie in w/ restaurant week as lead-off event**
 - ii) **Sponsorships-flyers to be sent out 1st week in June**
 - iii) **Project management-Mr Alai to coordinate operations, Mr Sliker-budget, Mr Costello-media outreach, Mrs Sansone-borough coordination and car outreach, Ms Farren-media design, Mr. Koukourdelis -web design and county outreach**
 - iv) **Reporting to SRPD, County Road Dept-Mr Koukourdelis to communicate with SRPD, letter to county posted by Thursday**
 - v) **Waiver request from Code Enforcement/Fire Marshall-coordinate with council**

Remarks from Commission Members- none

General Public Comment -

Ms. Sara Goldman, South River Friends of the Library committee, asked about a possible tie in and donation campaign with Restaurant Week.

Mr. Thomas Roselli of Roselli Law Firm stated that multiple channels like WCTC and News 12 NJ were open to advertising events like Restaurant Week. He stated he was willing to help and wanted to help improve business opportunity in South River.

Mr. Rupresh Patel asked that in projects South River businesses should be involved and given preference in South River projects. Mr Costello and Mr Alai stated their agreement. Mr Sliker interjected and asked why S Brothers of South River was removed from the parking lot project. Mr Patel also gave suggestions as to the use of a registration fee for Restaurant Week and to piggy back on New Brunswick's week.

Mr Ed Trygar of Trygars Hardware stated he had questions about the Main Street redevelopment/ rehabilitation project. No businesses had been consulted and he was concerned about the possible 30 year tax abatements for out of town redevelopers building residential units. He said this would be a triple negative to South River because current business owners would not be able to benefit, South River would lose tax rateables, and current SR citizens would have services stretched thinner due to more usage by additional residents.

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ADJOURNMENT- _____pm