

Economic Development Committee
Borough of Hawthorne, New Jersey
Municipal Building
445 Lafayette Avenue
Hawthorne, New Jersey 07506

Meeting Minutes: June 16, 2010

Attendance:

Carl Schmidt, Chairman	Present
Frank Coppola	Present
Daniel Dailey	Present
Evangeline Gomez	Present
Anthony Spanedda	Present
Victor Terraglia	Present
Councilman John Lane, Council & Chamber Rep	Present
Mayor Richard Goldberg (optional)	Present

Agenda Items:

1. The EDC voted to hold summer meetings. The meeting dates are July 21 and August 18.
2. The EDC voted in favor of business cards for its members to use in the upcoming shoppers preference survey as well as increased contact with business owners and residents. John Lane recommended using the in house computer program to produce the cards at no expense to the borough.
3. Mayor Goldberg Discussion:
Mayor Goldberg briefed the committee on the continuing negotiations with Kohl's department store; the Duncan Donuts opening on Wagaraw Rd. and the possibility of a Quick Check opening on Wagaraw Rd.
4. Councilman Lane Discussion:
Councilman Lane provided copies of the 2002 Chamber of Commerce shopper survey that was distributed by email prior to the EDC meeting. John also distributed hardcopy of the Fairlawn shopper survey at the meeting. Both of these surveys, along with the draft EDC survey, will be used to create a consolidated shopper survey.
5. VRA Train Station Status:
Carl Schmidt updated the EDC on the groundbreaking ceremony to be held on June 28 at 6pm. Carl conveyed for the VRA that they would like Mayor Goldberg to speak at the ceremony.
6. Downtown Revitalization:
 - a. Grant Application - Eric Maurer has not received any communication from NJ DOT on the status of the grant application.

- b. Victor Terraglia will lead a review of the proposed new borough sign ordinance and determine what recommendations should be made by the EDC, especially in regard to the Downtown Revitalization area.

7. EDC Shopper Survey:

- a. Carl Schmidt will draft the consolidated survey and distribute to the EDC members by June 23. The survey will be focused on retail store preferences and will be no longer than 1 to 2 pages. Mayor Goldberg proposed that a longer version of the survey be considered for posting on the borough web site.
- b. The Chamber of Commerce will be asked if it would like to jointly sponsor the survey with the EDC at the Chamber's July meeting.
- c. The proposed timeline for conducting the shopper survey will be from Labor Day, September 6, to Hawthorne Day, October 2.
- d. Numerous survey publicity means were discussed such as channel 77, the borough web site, council meeting, and press announcements. Survey distribution means were also discussed such as the library, municipal building, borough businesses, high school volunteers, the pool, Hawthorne Day, etc.

8. New Business:

- a. The topic of identifying a Hawthorne "identity" was discussed and tabled for future discussion.
- b. Victor Terraglia introduced discussion on the problems encountered by new business owners and new residents when moving into the borough. Victor explained that the new businesses and new residents often lack an understanding of the borough facilities and services such as: garbage, recycling, and yard waste regulations and schedules; the borough plumbing, electrical and building codes and associated permit requirements; borough businesses; and the school system and board of education. Victor volunteered to document a process and an information kit to address these problems and will report on same at the July EDC meeting.

CJ Schmidt 6-18-2010