

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

Meeting Minutes: February 17, 2010

Attendance:

John Lane, Chairman	Present
Frank Coppola	Present
Daniel Dailey	Absent
Evangeline Gomez	Present
Anthony Spanedda	Present
Carl Schmidt	Present
Victor Terraglia	Present
Mayor Goldberg (optional)	Present

Agenda items:

**1. Meeting with the Capital Alternatives Corporation re grant application for the downtown revitalization project (Marlene Casey, Leonard Carney, Albert Maiocchi):**

The Capital Alternatives grant writers explained their approach to the grant writing process, available grants, and that the NJ DOT grant for municipal aid is the most appropriate for the downtown revitalization project. Capital Alternatives identified the following actions that should be included in the grant application to improve the likelihood of receiving grant funding:

- a. Include the revamping of borough ordinances covering lighting, signage, window sign coverage, awnings, canopies, etc.
- b. Obtain numerous letters of support for the grant submission. Examples are Planning Board, Mayor, Police Department, borough planner, Chamber of Commerce, church, school and community organizations, etc.
- c. Identify the need for traffic and pedestrian safety improvements for the downtown area. Reference any significant accident history and provide accident reports to Capital Alternatives.
- d. Stage the revitalization project over several years due to the cost and availability of grant funds.
- e. Don't use the streetscape terminology for the revitalization project – a more encompassing name will improve the grant probability.
- f. Expand the geographic scope of the project (e.g., east to Washington Ave.) and identify implementation stages that can span multiple years and thus be eligible for incremental grant funding.
- g. Look into Community Reinvestment Act for business investments at low interest rates. Identify and contact prospective business owners for their awareness. (Frank Coppola will investigate.)

**2. Meeting with the Verdin Company re pocket park street clock and fund raising campaign (Doug Gefvert, Bill Barkey):**

Doug Gefvert provided a description of the four face post clock features and specifications, installation process, operation (e.g., power failure auto restart, auto daylight savings reset) and maintenance. (Reference clock brochure and specifications distributed at the meeting.) Bill Barkey provided a description of the Verdin recommended fund raising program and the memento miniature clock gifts for donations. The fund raising program and recommendations consisted of:

- a. A three tiered donation program with suggested donation levels: a first level donation of \$250 receives a miniature memento clock; a second level donation of \$400-500 receives a miniature clock and gets to choose an engraving; a third level donation of \$700 receives a desk set miniature clock mounted on a base with two pens and a larger engraving. Miniature clocks are \$65 each; desk sets are \$85. The minimum order is 25.
- b. The pocket park clock can be ordered with four bronze panels and raised name engravings. Each panel can accommodate 25-30 names and cost \$750.
- c. A fund raising committee of 8 people that enlists more fund raising volunteers from service clubs or similar organizations.
- d. A fund raising period of at least 3 months and possibly up to 6 months long.
- e. Use of a 'thermometer' to demonstrate fund raising progress. A clock face thermometer was recommended.
- f. Contributions (excluding the value of the miniature clock) are tax deductible via a 501(c)(3) or similar non-profit that is set up to receive contributions.
- g. The cost of the clock is \$25,000.
- h. Subsequent to the meet with Verdin the committee estimated that the total cost of the pocket park, the clock, the memento clocks and the bronze panels would be approximately \$75,000.

**3. Committee Charter:**

Carl Schmidt distributed an EDC draft charter for review and comment by committee members.

**4. Vacant Properties:**

Tony Spanedda and Carl Schmidt briefly reported on a proposal for what could be done to list vacant properties on the borough web site followed by a discussion of the feasibility and degree of positive impact this would have. Frank Coppola provided an example of what another community had done using their web site to list vacant properties - Evangeline Gomez will investigate how successful this was. Further discussion was tabled until the next EDC meeting.

**5. Old Business:**

Due to the length of time for the first two agenda items old business and other agenda items were deferred until the next EDC meeting.

Non-agenda items:

John Lane distributed "Downtown New Jersey" monthly newsletter reports and an article on "The Language of Collaboration – how design visualization techniques bring stakeholders together" for review and future comment by committee members.