

Washington Township Ad Hoc Economic Development Committee
March 1, 2018
Municipal Building
7:00 p.m.

Meeting Minutes

Members Present:

Tyler Oborn, Walt Cullen, Jayson Frank

Others Present:

Joyce Beck, Mark Kitchin, Ken Short (Liaison)

Agenda Items:

I. Reorganization

New committee leadership was decided upon, with Tyler Oborn serving as the Chair, Walt Cullen serving as the Vice Chair, and Jayson Frank serving as the Secretary.

II. New Business Toolkit/Guide for Website

Discussion began with the topic of needing to increase commercial business in Washington Township. Mr. Short provided a draft of a brochure that contains information on community events, youth sports and groups, parks and fields, and other online resources. It was suggested that developing a commercial/business owner brochure to showcase the value WT has to offer could be beneficial. One suggestion for the name of the brochure was “Why Our Town”.

Some additional suggestions for helping to increase commercial business in town and to also make WT more inviting to potential business owners included:

- simplifying the business-opening process to make it less intimidating and cumbersome;
- having the Business Toolkit on the town website, which has the necessary content and an easy user interface;
- and understanding the demographic of Long Valley and what commercial businesses would be appealing to our demographic.

III. Farmers Market

There was discussion of the Long Valley Farmers Market no longer running, which raised questions, such as:

- Is there a demand for the return of the farmers market?
- Would new locations, dates, and/or times increase interest?
- What are some possible new, local vendors that could increase traffic?

IV. Inventory of available retail/commercial space

The discussion began with the issue of needing to increase commercial business in Washington Township in order to increase tax revenue. Mr. Frank mentioned that it would be helpful to do an inventory of commercial property that is currently on the market in WT, as well as an inventory of the lots that have the proper zoning to be built on. Some additional suggestions were made to

help WT's commercial business, including gaining more insight into the competition of commercial space in surrounding towns. Mr. Frank suggested that it would be helpful to find out how WT's commercial price per square foot compares to the price per square foot in nearby areas. Mr. Short also suggested an incentive, such as earning a property tax credit for shopping in town, as a way to help create more local business. It was also mentioned that there is a potential for a new commercial property development on Newburgh Road.

Next meeting:

Thursday, April 5, 2018 at 7:00 p.m. at the Municipal Building