

TOWN OF NEWTON
ECONOMIC DEVELOPMENT COMMISSION
May 8, 2012
MINUTES

Chairwoman Logan called the meeting to order at 6:30 p.m. Mrs. Millikin called the roll: M. Hayek, Dr. Clark, Mr. Zwahl, Ms. Joice were present. Mr. Prendergast, Mr. Russo, Dr. Woodhull, and Councilwoman Becker were excused.

Chairwoman Logan stated the Open Public Meetings Act had been complied with.

Dr. Clark move the minutes from January 10, 2012 as presented, seconded by Mr. Zwahl. All were in favor. Minutes approved as presented.

New Business

1. Alternative Press – Jennifer Jean Miller. Ms. Miller was in attendance to discuss With the Commission the opportunity to become an advertiser on the Newton Alternative Press web page. Ms. Miller provided information to the Commission on how the Alternative Press began and what opportunities she could provide to the Commission. Ms. Miller provided a brief background on the Alternative Press and that the site has a high presence on Google and yahoo. Chairwoman Logan questioned what Ms. Miller was looking for from this group? Ms. Miller indicated she had talked to Mr. Russo and that the Town might be interested in advertising and work on events to create a positive image for Newton. Chairwoman Logan questioned amount of the Commission's budget. Mrs. Millikin advised the budget the Commission has is \$600.00.

Discussion ensued regarding some other activities the Commission would like to conduct such as the brown bag session with SCCC. Mrs. Millikin questioned Ms. Miller how much the cost is on a per month basis. Ms. Miller indicated \$100 with ad on the site, and unlimited use of the premier calendar as well as an exclusive feature column on the page. Chairwoman Logan indicated she would be willing to create the advertisement for the Commission.

Dr. Clark question what the cost to readers is to utilize the site. Ms. Miller indicated it is free. Mr. Zwahl questioned if the cost proposed would be for six months? Ms. Joice questioned if a non-profit would get a better rate? Ms. Miller indicated she would have to go back to her management to renegotiate a contract. The Commission thanked Ms. Miller for her information and advised they would get back to her.

Discussion ensued after the meeting with Ms. Miller and there were some concerns over the cost. Ms. Joice was concerned over the readership. There should be some numbers we can see to know how many people would be seeing the advertisement. Mr. Zwahl questioned how is the website tracked and how many hits they get to the site on a daily basis.

The Commission requested that Mrs. Millikin contact Ms. Miller and request some further information regarding the number of hits the site gets on a daily basis as well as how many readers go on the site on a daily basis.

There being no other business to discuss Mr. Hayek made a motion to adjourn and was seconded by Dr. Clark. The meeting adjourned at 7:30 p.m.

Respectfully Submitted,

Debra Millikin
Deputy Town Manager

TOWN OF NEWTON
ECONOMIC DEVELOPMENT COMMISSION
September 11, 2012
MINUTES

Chairwoman Logan called the meeting to order at 6:30pm. Mr. Russo called the roll: Dr. Clark, Mr. Zwahl, Ms. Joice, Mr. Prendergast, Mr. Russo, Councilwoman Becker, and Chairwoman Logan were present. Mr. Hayek was absent.

Chairwoman Logan stated that the Open Public Meetings Act had been complied with.

Approval of the May 8, 2012 minutes is carried to the next meeting.

NEW BUSINESS

1. Taste of Newton - Mr. Russo gave a brief overview of the Taste of Newton that was hosted by the Greater Newton Chamber of Commerce and held on Monday, September 10, 2012.
2. New Business Development/Recruitment - Mr. Russo advised the EDC that a new Bakery will be opening on Spring Street. The *Seven Acre Baker* will have a grand opening on Friday and Saturday, September 21 & 22 at 183 Spring Street. Mr. Russo also advised that there is an interested party in the Bula Property. He will keep the Commission posted on the development.
3. Mr. Russo updated the EDC on the Town's plans to update the Vision Plan. As part of the process he asked the EDC the following questions:

a. What are the strengths of the Town of Newton? What are we doing right?

Response: Theater; Cleanliness; SCCC; Involved/Engaged-business & government officials; Functional infrastructure; Technology; Text-A-Tip Police; Web Texts; Facebook & Twitter; Thorlabs; Schools; Beautiful Town, quaint/elegant; Proximity to everything; Walking Town; New ordinances; Wayfinding; Pursuing creative financing for projects; Merriam Avenue; Public Works – Water & Sewer; Public utilities; Spring Street – weekends-energy & safety; Responsive solutions, Security cameras on Spring Street.

b. What are the weaknesses or shortfalls of the Town of Newton? What are we missing, or not doing right?

Response: Cleaning up Spring Street Clientele; Transient population; Renters; Jail; County Seat/services; Vacancies on Spring Street; Lack of additional liquor licenses; Lack of late night hours for stores; Drugs; Litter on Rt. 94; Speeding on Foster St.; Absentee landlords; Not attracting college kids to stores and restaurants.

c. What future opportunities do you see for Newton?

Response: There is a lack of notification of events, need promotion in NJ Herald on Fridays, Township Journal on Thursdays; Digital Sign at Town Hall and the Firehouse; PILOT for Historic District; Late night store hours; Owner-occupied condos above the commercial properties; more on-premise liquor licenses (need legislative assistance); Landlord responsibility – nuisance ordinance; Grants for improvements; BID/SID.

d. What future threats or problems do you see for the Town?

Response: Legislation; Lack of landlord support; Economy; Lack of funds for Town; Lack of qualified borrowers; Perception.

e. Is there any assistance or programs you would like to see the Town undertake?

Response: Grants for small businesses.

f. If you had three wishes granted for the Town, what would they be?

Response: Get rid of certain clientele; Better landlords – Spring Street; Later hours for stores; More residential involvement in the Town; More family-friendly businesses/activities; More diverse business offerings; Lose County Seat (no jail or services); More Hub businesses – things you travel for, i.e. theatre; Overhead lines moved underground; More for teens to do; More liquor licenses; Public transportation.

g. Is there any other input that you would like to provide?

No response.

OLD BUSINESS

1. TAP Advertising – October 2012 – December 2012 for \$300 - Approved.
2. Spring Street Merchants Group-\$300 – Approved.

Open to the Public - No one from the public spoke.

Cancel the November meeting – Approved unanimously.

ADJOURNMENT

A motion to adjourn was made by Ms. Joice, seconded by Mr. Zwahl. All were in favor.
Motion carried.

Meeting Adjourned at 7:45pm.

Next meeting is January 8, 2013.

Respectfully submitted,

Thomas S. Russo, Jr.

Thomas S. Russo, Jr.
Town Manager

**ECONOMIC DEVELOPMENT
ADVISORY COMMISSION**

2nd Tuesday every other month
Municipal Building
39 Trinity Street
6:30pm

January 8
March 12
May 14

July 9
September 10
November 12

Mayor
Sandra Lee Diglio

Deputy Mayor
Joseph A. Ricciardo

Council Members
E. Kevin Elvidge
Kristen S. Becker
Daniel G. Flynn



Town Manager
Thomas S. Russo, Jr.

Town Clerk
Lorraine A. Read

Telephone: (973) 383-3521
Facsimile: (973) 383-8961
39 Trinity Street
Newton, NJ 07860

November 26, 2012

James E. Hanson, II, President and CEO
Hampshire Destination Properties
83 South Street
Morristown, NJ 07960

RE: Business Development Opportunities in the Town of Newton, Sussex County, NJ

Dear Mr. Hanson:

I am writing to share with you an opportunity for Hampshire Destination Properties to expand into an emerging market in the Town of Newton, Sussex County in nearby northwestern New Jersey. I am the Town Manager and I believe that Hampshire Destination Properties' signature properties, like Bella's Burger Shack, BaseCamp Adventure Outfitters, the Station Restaurant and The Bernards Inn have the potential to be very successful if replicated in the Town of Newton.

Newton is a historic town with a classic historic main street and small downtown. It is the County Seat of Sussex County and the arts, dining and entertainment center of the County. The Town is home to the world headquarters of Thorlabs, a leader in the emerging photonics industry; Meadowbrook Inventions, the world's leading manufacturer of glitter (also located in Bernardsville, NJ); the Newton Medical Center, an Atlantic Health System Hospital; and Sussex County Community College, along with other industries. The Newton Theatre was recently purchased and renovated by individuals involved with the revitalized Mayo Center for the Performing Arts in Morristown, and now Newton hosts top-shelf music and entertainment acts, bringing hundreds of people into the downtown weekly. In fact, Newton displays many parallels to the Morristown of ten years ago and is poised for a similar renaissance.

The Town is in the process of developing a Strategic Vision Plan that will result in possible redevelopment areas and a marketing plan for the downtown. Already, the Town has rezoned the downtown and streamlined application processes to promote positive development, has a five-year tax exemption program and has decreased historic district restrictions on renovations and new construction.