

**TOWN OF NEWTON**  
**ECONOMIC DEVELOPMENT COMMISSION**  
**January 11, 2011**  
**MINUTES**

Chairwoman Logan called the meeting to order at 6:30pm. Mr. Russo called the roll: Mr. Hayek, Dr. Woodhull, Ms. Joice, Mr. Prendergast, Dr. Clark, Mr. Zwahl, Mr. Russo, Mayor Becker, and Chairwoman Logan were present. Chairwoman Logan stated that the Open Public Meetings Act had been complied with.

Dr. Woodhull moved the minutes of November 9, 2010 as presented, seconded by Dr. Clark. All were in favor. Minutes approved as presented.

**NEW BUSINESS**

1. Annual Reorganization:

Motion by Dr. Woodhull, seconded by Ms. Joice that the following slate of officers be approved under one motion. Ms. Logan – Chairwoman. Mr. Zwahl – Vice Chairman. Mr. Russo – Secretary. All were in favor. Slate of officers approved.

2. Review List of Vacancies on Spring Street

Commission reviewed the list as presented by Mr. Russo. Mayor Becker indicated that the owner of the Plaza Restaurant (John Vegas) is offering one year of free rent on his property. Discussion ensued on surveying the Thorlabs employees to see what kind of shops and restaurants they would be interested in patronizing on Spring Street. Mr. Russo and Mayor Becker to work on same. Commission would like to promote the Springboard Shoppes to Centenary College. Mr. Russo to contact Jonathan Andrews. Mayor Becker and Ms. Joice discussed the new Promotions Team from Main Street Newton and the types of radio advertisements and billboards that are being utilized and/or considered. Dr. Woodhull indicated that the Greater Newton Chamber of Commerce (GNCC) has an existing portal for business information. Mr. Russo indicated that in order to prevent redundancy, the Commission should focus on recruitment of new businesses while the GNCC promote the Town in general and the MSN Promotions Team focus on the marketing of the downtown specifically.

3. Review of List of Businesses in Chester and Lafayette

Commission would like to send marketing materials to Chester Crafts and Collectibles, Once Upon a Table, and The School of Complete Yoga. Commission would like to send marketing materials to the following businesses in Lafayette Village: Bouncearama, Everything Homemade Pastry Shop & Café, and Yoga for You. Commission would like to perform outreach on businesses in Peters Valley.

#### 4. TD Bank Update

Mr. Russo indicated that the bank is still interested in coming to Newton and is also considering Hampton and several other locations throughout Sussex County.

#### 5. Planet Fitness Update

Mr. Russo indicated that he sent information to Planet Fitness for their consideration of opening a location at the old Acme property, which will now be a Dollar General with additional retail space available sufficient for a smaller Planet Fitness location.

#### 6. PB&J Update

Mr. Russo indicated that the PB&J store in the Springboard Shoppes will be moving to the old trophy shop on Spring Street as they have purchased same and will open the new store in April. The Commission agreed that this would be a tremendous boost for that part of the downtown.

#### 7. Newton Theatre Update

Mr. Russo indicated that several companies are currently interested in the property and that the Town is in constant communication with Lisa Fairclough, the Weichert realtor who is working on finding a new owner.

### **OLD BUSINESS**

#### 1. Tri-Fold Brochure

Mr. Russo shared the sample brochure with the Commission. The goal of the brochure is to let businesses know exactly which departments they need to interact with before they can open a business in Newton. This brochure will be printed by Minisink Press.

#### 2. Presentation Folder

Mr. Russo indicated that the Town will be creating a folder similar to the one in use in Hardyston Township. The goal is to target specific developers and businesses that the Town would like to see open operations in Newton. Rather than blanket mail hundreds of businesses coldly, the Town will send the packet and a letter from the Town Manager and Mayor to the businesses selected by the Commission. The Town Manager and Mayor will follow up on same as well.

### **DISCUSSION**

Mr. Russo provided the Commission with an update on the status of Main Street Newton (awaiting word from the State of NJ on a grant for the BID analysis) and the new Tax Abatement Program that the Town is considering. Mr. Russo also indicated that he was asked to become a board member of the County EDP. Mr. Russo also indicated that the Town is pursuing grant funding for a new PA/Music system for Spring Street.

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

**ADJOURNMENT**

A motion to adjourn was made by Dr. Woodhull, seconded by Dr. Clark. All were in favor. Motion carried.

Meeting Adjourned at 7:50pm

Respectfully submitted,

A handwritten signature in cursive script that reads "Thomas S. Russo, Jr.".

Thomas S. Russo, Jr.  
Town Manager