

MORRISTOWN PARTNERSHIP BOARD OF TRUSTEES
AGENDA

DATE: February 14, 2018

TIME: 8:00 AM

LOCATION: 14 Maple Avenue

- 1) Meeting Called to Order
- 2) Approval of Minutes of Previous Meeting
- 3) Financial Report as Presented
- 4) Mayor's Liaison Report
- 5) Town Council Liaison's Report
- 6) Secretary's Report

- 7) New Business
 - New Business Guest: State Farm Insurance
 - Morris Street Redevelopment Update (2/8 Presentation)
- 8) Executive Director's Report
 - a) Meeting with Administration
 - b) General Correspondence
 - Crowdfunding Platform
 - Market Profile with MCEDC
 - SID Survey

- 9) Counsel's Report

- 8) Committee Reports
 - a. **Business**
 - Freestanding Sign Ordinance
 - b. **Finance and Sponsorship**
 - d. **Marketing**
 - Website Focus Group
 - e. **Parking and Transportation**
 - f. **Restaurant**
 - RW Restaurant Meet-up
 - g. **Retail**
 - Collaboration Workshop
 - h. **Safe & Clean**
 - Discussion: Cost effective downtown clean programs
 - b. **Special Event**
 - 2018 Event Calendar
 - j. **Streetscape**

- 9) Other Business

Morristown Partnership
Board of Trustees: Minutes – February 14, 2018

Present: J. Walsh, J. Babcock, B. Braunschweiger, P. DelGiudice, K. Ryan, M. O'Donnell, F. Vitolo, S. Schlosser, J. Rawding, R. Smith, J. McDonald, D. Bernat, B. Scotto, M. Elms, D. Tighe, B. Dotterweich,

Staff Attendees: J. Wehring, K. Carvelli, S. Shaw

Approval of Minutes: J. Rawding, seconded M. O'Donnell

Financial Report: No report

Mayor's Liaison Report: D. Tighe reported there was a traffic presentation at the Council Meeting and a new Code Enforcement Director was hired (did not know their name)

Town Council Liaison's Report:

- M. Elms reported on the traffic study and interesting data gathered via GPS on phones about traffic that comes to (or through) Morristown; 36% pass thru traffic; 7% inter-town traffic; 28% originated in Morristown; 29% originated outside town.
- J. Wehring added that it was discovered that 11 traffic lights were synced and have not been updated since the 1990s; the plan is to update the timing and sequencing which is estimated to lead to 31% improvement
- R. Smith asked if we could remove unsightly boxes tied to these lights
- M. Elms reported that the DeHart Street traffic light was likely to be removed since it was deemed unnecessary

Secretary's Report: No report

New Business:

- A representative of the new State Farm office on Pine Street introduced herself and updated the board on their location and business opening.
- F. Vitolo reported on the Morris Street redevelopment and pending self-storage facility, to include an art studio, is proposed to go there. He is the attorney for the developer (Hampshire). Some push back from Franklin Corners Group over concern that it will be a 'chaotic' space. F. Vitolo reported that it will not be as chaotic as reported; M. Elms concurred. B. Braunschweiger inquired about what the objection was and F. Vitolo indicated that the group against the self storage facility would prefer residential but that would require a much higher building and its not an ideal location for that due to Meslars garage and the railroad tracks close by.

Executive Director Report:

- J. Wehring reported her and K. Carvelli's meeting with the Town Administration (Mayor Dougherty, Jillian Barrick and Vij Pawar) and the discussion in that meeting with regard to Clean Program, budgeting and general challenges.

- J. Wehring answered questions specific to the Clean Program about past challenges which were: management, personnel, turnover and that we would not have additional money for this program for 2-3 years until our past-due debt is paid back. Discussion ensued about other ways to be of assistance here, which included loaning the Town our machine.
- Additional topics of the meeting included J. Wehring proposing town wide network which was not of interest to the town; feelings on Marijuana (sales) in town – no from Town; potential parklets – no from Town (M. Elms expressed support of the parklets) which J. Wehring commented on the State Road challenges they would face; F. Vitolo suggested tabling parklet conversation.
- J. Wehring reported on interest of a Children’s Museum in town and her meeting with representative spearheading that idea.
- J. Wehring reported meetings with representatives from other downtowns including: Hackensack, Bernardsville and Millburn.

Counsel’s Report: No report

Committee Reports:

Business

- J. Wehring informed the Board of a Collaboration Workshop Breakfast scheduled for next day, February 15th and invited everyone.
- J. Wehring gave an update on the freestanding sign ordinance and challenges that businesses are currently experiencing; partly due to a new member of Zoning who is now enforcing ordinances that have previously been ignored

Finance and Sponsorship

Marketing

Parking and Transportation

Restaurant

Retail

Safe & Clean

Special Event

Streetscape

Other Business:

- P. DelGiudice commented on the new Board Room tables and complimented them.
- P. DelGiudice inquired about a Post Office update; still not sure who will occupy that space.
- J. Rawding announced the March 10, 2018 date of the St. Patrick’s Day Parade in Morristown.

Meeting was adjourned – S. Schlosser; seconded by J.McDonald.