

MORRIS TOWNSHIP
ECONOMIC DEVELOPMENT ADVISORY COMMITTEE
REGULAR MEETING MINUTES
MONDAY, MARCH 4, 2019- 6:00 P.M.

PAGE -1

CALL TO ORDER

The March 4, 2019 Regular Meeting of the Economic Development Advisory Committee was called to order by Chairman, Cathy Wilson, 6:05 P.M., in the Municipal Building, 50 Woodland Avenue, Morris Township, New Jersey.

* * *

ATTENDANCE

Mr. Ara Barsamian
Mr. Ken Bariahtaris
Mr. Edward Burwell
Mr. Liam Gallagher
Mr. Jason Navarino
Ms. Pamela Watson

ABSENT MEMBER

Mr. Paul DeNoon
Ms. Kathleen G. Hyland

APPOINTED OFFICERS

Cathy Wilson, Township Committee
Timothy F. Quinn, Township Administrator
Kathryn Viarengo, Tax Assessor

* * *

PRESIDING OFFICER'S STATEMENT RE: ADEQUATE NOTICE – O.P.M.A. – (RECORD INSERT)

Cathy Wilson issued the following statement of adequate notice:

“Adequate Notice” of this meeting of the Township Committee of the Township of Morris was given as required and defined by the Open Public Meetings Act, as follows:

Written Notice was given on February 2, 2019 to the official newspapers, Morris County Daily Record, by email at least 48 hours prior to the date of this meeting, and a copy of the Notice was posted on the Bulletin Board in the Municipal Building of the Township of Morris by the Township Administrator, and a copy of the Notice was likewise filed in the Township Clerk’s Office. Copies of this Notice were mailed by Certified Mail to all persons who have requested individual notice, pursuant to N.J.S.A. 10:4-19, all of which Notices were given at least 48 hours prior to the date of this meeting, and said notice will be retained in the Office of the Township Clerk.

PLEDGE OF ALLEGIANCE

Cathy Wilson led the Pledge of Allegiance

MORRIS TOWNSHIP
ECONOMIC DEVELOPMENT ADVISORY COMMITTEE
REGULAR MEETING MINUTES
MONDAY, MARCH 4, 2019- 6:00 P.M.

PAGE -2

OATHS OF OFFICE- ECONOMIC DEVELOPMENT ADVISORY COMMITTEE MEMBERS

The Oath of Office and Oath of Allegiance were administered to the following Economic Development Advisory Committee Member: Mr. Ken Bariahtaris

APPROVAL OF MINUTES- On a motion duly made, seconded, and carried by the votes as indicated, the reading of the minutes of February 4, 2019 were approved as circulated.

GENERAL BUSINESS

Jason Navarino's [Ordinance Revisions](#) : Jason started off by saying we are not approving, just recommending these revisions to the Twp. Committee- an ordinance to amend an ordinance in an ordinance. This is preliminary, what does the EDAC want the ordinance to say, defining our mission. Jason highly encouraged everyone's input multiple times. He had five (5) goals with these revisions: first, confirm one central mission is enhancing municipal revenue. Second, highlight advisory board and just make recommendations. Third, clarify the roles of members in communicating with or on behalf of local businesses. Fourth, make sure the Committee doesn't interfere in business or individual specific applications, unless we are specifically requested to do so. We don't want to make it harder for business to be conducted in Town. Lastly, clarifying the first meeting of the year doesn't necessarily have to be in January.

Jason read through his revisions:

Recommended removing "as appropriate" parenthesis (9-39 A)

Recommended removing "such as if the applicant is a client of such member" parenthesis (9-40 B); Kathy asked for clarification on tax exemption and she explained why it needs to be changed to tax abatement

(9-41 A) Very lengthy debate on the added language, "enhance municipal revenue without increasing the tax burden on Twp. residents". Explained there are three components to your taxes; valuation of the ratable base, budget, and the ultimate result is the tax rate. So if you increase your ratable base and don't increase your budget, your tax rate should remain the same or go down. It was decided to keep the proposed language with a slight modification.

Recommended leaving the 9-41 C revision parenthesis

(9-41 E) Suggested to mirror 9-39 A language and change it to municipal advisory bodies, departments, and officials.

Cathy asked Kathy about 9-41 G. Kathy gave a few options of where to find an inventory list, highlighting the Master Plan available on the website. Engineering might be able to print out the maps. Kathy can provide a list; just give her some direction as to what data the Committee is looking for.

(9-43 D) January meeting date modification

Cathy outlined: Strategic Plan: Background Info + Discussion Goal is to establish preliminary ideas re:

- Content (broad strokes)
- Process (the "how to" we'll use to develop it)
- Next steps: who will do what, when

Cathy highly recommends all the articles that were provided; will be very useful in helping the Committee develop a strategic plan.

Cathy highlighted the following from the "10 Things you Should Know" article: Determining the town's economic strengths and weaknesses (natural place to start-take action /ask questions); Town's place in the broader economy; Town's economic development vision and goals (retain by fostering partnerships with local businesses, remove barriers for conducting business, make the town an attractive place for businesses to locate).

Cathy emphasized the "Developing a Strategic Plan" article, hard copy of which everyone received.

Vision, Mission, Objectives, Strategies, and Action Plans. Also, think about where we begin, where we want to go, and how we get there.

Cathy gave an overview of the Strategic Plan for Morris County, complimented the organization, and underlined a few things: endorsed strategic plan; identified economic development as a number one priority, because without a thriving economy, the future quality of life is threatened; cornerstone strategic vision statement; and municipalities/communities/ private sector will intentionally collaborate to attract, support, enhance, and sustain

MORRIS TOWNSHIP
ECONOMIC DEVELOPMENT ADVISORY COMMITTEE
REGULAR MEETING MINUTES
MONDAY, MARCH 4, 2019- 6:00 P.M.

PAGE -3

GENERAL BUSINESS (continued)

new and ongoing businesses to drive the economic engine of Morris County into the future. Ken advised that we need to be open to reversing the causes and effects of those statements. Reverse our polarity at times; determine the cause and effects when we develop a plan. County has three strategic goals: Branding Morris County, Developing a comprehensive workforce plan, and marketing/retention strategies. Elaborated on how the County is focused on attracting and maintaining millennials and future generations in the workforce. Issues related to professional life style, values, time, and place of work, etc. will be explored. Cathy went over attachment 7 and the takeaway is the County is looking to collaborate. Brief dialog on the pros and cons of collaborating.

Ken briefly went over the article he shared with the Committee called "Smart Growth Economic Development". It identifies supporting businesses as a big part of an economic development plan. Also, supports workers (employees/ colleagues) and quality of life. Gives a step by step process but it can really be utilized as a resource, can serve as a supplement. Ken pointed out the case studies would be useful.

Cathy asked Ken to speak to the Committee about his background. Ken has lived in Morris Township with his wife for 29 years, has two kids that have gone thru the Morris School District. Ken worked for JP Morgan Chase and Ernst and Young Consultants, has a lot of experience, mostly in the financial services industry. The last three years Ken has been building his own consulting company and spends most of his time on sustainability, environmental entrepreneurship, and looking at cleaner renewable energy and how those technologies will play out in the future.

Cathy briefly summarized Paul's article which he shared with the Committee called "Surban: The Next Big Change to American Landscape". Ken suggested bringing in some millennials for input. Liam said he certainly has friends moving into the area from the Hobokens and Jersey Cities that would like to have an active voice in their community, however they wouldn't necessarily commit to a board, but would definitely sit down for a discussion. Jason suggested that he'd be curious to hear from an even younger population, find out if they would like to return to Morris Township to live. Ken gave an example of his daughter, career choice, and being priced out.

Cathy asked Liam why he chose Morris Township, and Liam gave a short explanation of his process, which was mostly likely the very same process everyone around the table went thru.

Next meeting Ara will go over his strategic plan ideas and then the Committee will actively use the entire framework provided to create a strategic plan. Ara suggested more action.

* * *

ADJOURNMENT

The March 4, 2019 meeting, with no further business, was adjourned at 7:30 P.M.; next to convene at 6:00 P.M., April 1, 2019 in the Municipal Building, 50 Woodland Avenue, Township of Morris.

Virginia Murphy
EDAC Secretary