

Eatontown Economic Development Advisory Committee
Feb 4, 2010

Meeting called to order at approximately 3 p.m. in the Council Chamber of Borough Hall.

Members present: Ron Wollner, Anna Mayer, George Jackson, Bob English, Bob Stroebel, George Rodriquez, Tom Riccardi, George Destafney, and Mayor Gerry Tarantolo.

Jan. meeting minutes read by Ron Wollner and approved by council.

EEDAC Conference: Ron Wollner discussed the success of the conference. We had a total of 77 people attend, but 2 people haven't yet paid. Tom Riccardi thought we would have had over 100 if we got the word out sooner. There was a discussion of Karen Franczini's speech and offering. Tom and Anna Mayer talked about the financing options EDA offers. George Destafney expressed concern about companies being solicited by other states to leave the area and by taxes. Anna mentioned that Frank Consentino of the Fort Monmouth Economic Revitalization Planning Authority would be at her next EIPA event. Tom said he heard that Karen Fancziz maybe heading up the FERMPA committee.

Replacing Absentee Members: Ron Wollner said that some members will not be reappointed to the committee due to bad attendance. The Mayor stated that Mark Lekandinos, Liz Petrosino, and Randy Rosen would be replaced. We have some new members joining the committee: Kerrie DelGreco and Gary Rafaloff. Ron stated that Helen Pike will be taking a leave of absence due to a heavy workload.

Zoning: George Jackson mentioned that Dennis Connelly and the council were working on re-zoning some of the properties due to the future construction project on routes 35 and 36 (in the area of Levitz and Best Buy). This was to avoid any violations if they had to go for a variance. Anna Mayer expressed how difficult it is renting commercial properties on Industrial Way East due to the traffic. Ron Wollner suggested a traffic light on route 35 between Frankel Way and Meridian, and widening Hope Road north in front of Holiday Inn.

Sub-committee Update: Ron Wollner updated his progress on the business-zoning list. Ron stated most of the list will be completed by the next meeting and the sub-committee could meet after that to fine-tune it.

Renaming Industrial Way: We all liked the idea, but felt that there could be some opposition for the other business owners on Industrial Way. Some name suggestions were Commerce Way, Innovative Way, Corporate Parkway, and Technology Way. Anna Mayer stated that most of the clients interested in Industrial Way were Medical business. She thought that this would create a larger traffic problem. She also had a lot of requests for warehouse/flex space.

Fast Track Approvals: Ron Wollner discussed the Networking event held by Hardford County Maryland at the Sheraton in Eatontown. Anna Mayer, Corbett Donato, and Ron Wollner attended. They all were very impressed by how well the event was put together and how aggressive they were at persuading companies to their state. We discussed Maryland's "fast track approval" process. Ron mentioned that we have made some progress with the special events and signs, but hoped we could do more to help our businesses. Maybe we could see what other states or other towns are doing and use them as a model. George Jackson indicated that some of the problems could be solved by reviewing our antiquated zoning and gave some examples. Ron stated that the town needed to bring in more businesses to create jobs, lower our tax base, and not more houses. George explained how important some regulations were in order to keep a good image in town, and give some examples.

Promotional Video: Bob English give an update on the video. He stated that he still needed to get some interviews and an aerial shot of Industrial Way. Bob said he had taken some pictures at Monmouth Mall and plan to take some interior pictures inside of the Sheraton.

Meeting adjourned at 4 pm.

The next EDAC meeting was set for March 4th.

Respectfully submitted,

Ron Wollner - Chairman