

**Eatontown Economic Development Advisory Committee**  
**April 15, 2010**

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

Members present: Ron Wollner, Anna Mayer, Ed Stominski, Gary Rafaloff, Dennis Connelly, Bob Stroebel, Bob English, Tom Riccardi, George Destafney, and Mayor Gerry Tarantolo.

Guests: Councilmen Anthony Talerico, Karin Gibson, John Weldon, Tom Pollock and Jim Decico

March meeting minutes read by Ron Wollner and approved by Council.

**Guest Speakers:** John Weldon, Tom Pollock, and Jim Decico of Trinity Solar.

**Solar Panel Topic:** Ron Wollner and Gary Rafaloff started the discussion on the commercial benefits of installing solar panels. Ron hoped the committee could come up with ways of promoting this to local businesses.

Tom Pollock gave the committee some background information about Trinity Solar and some of their programs. Tom spoke about their “Adopt a Town” program. When the program is in place, every system installed in town (between 500 and 700kw) would entitle the town to a free system on a town building. He encouraged the town and local businesses to look at some of these programs and the financing that is available. Jim Decico spoke about the 30 % grants, financing, SREC’s, panel depreciation, and energy savings to commercial businesses. Non-profit originations (such as the town), couldn’t benefit from the grants or panel depreciation, however there are other programs for non-profits. One way was with investor participation in which the non-profit would provide the space and receive an energy reduction. Tom stated that the best benefit for solar was through a bond or low cost loan from the bank. Turning vacant land into solar farms is also an excellent way for the town to generate revenue. Bob English asked how the system cost was calculated. Tom stated the system cost was based on a “per watt” basis.

Mayor Tarantolo wanted to know if Tom knew of any code changes that would encourage solar panels. Tom stated the town government could look at waving or reducing permit fees, expediting permits, allowing solar carports and canopies. Karin Gibson inquired as to what the best type of roof was for solar. Tom said any type of roof would work, but it needs to be in good condition.

Mayor Tarantolo suggested putting panels on streetlights and the new public works dept. to reduce energy costs. Tom Pollock stated that utility companies who own the poles normally install panels on streetlights. The town would have to get their approval, which could be difficult. Tom said it would be advantageous to place them on a town-owned building or parking lot lights.

**Town Signs:** Councilmen Anthony Talerico stated that there were a few signs in town that needed sponsors. He thought it would be great if we could get some local business owners to sponsor them. They could make a small donation to the “Pride in Eatontown” Committee to maintain them or agree to maintain them their selves. Ron asked Anthony to email him the details, and he would work on finding sponsors.

**New Membership update:** We have a new member joining the committee; Amit Patel from Buffalo Wild Wings. Ron Wollner stated that Kerrie Degreco from Barnes and Nobel was reassigned and would have to be replaced. Ron would find out who her replacement was and we would appoint her to the committee.

**Promotional Video:** Bob English stated that he making progress. He still needs an aerial shot of Industrial Way, some inside shots of the Sheraton and one more interview. Dennis Connelly suggested we interview Gary Rafaloff, and have him speak a little about his solar business, and possibly tie it to our committee.

**Zoning Sub-committee update:** Ron Wollner explained and showed some examples of the zoning challenges. The Mayor and Dennis Connelly suggested the zoning sub-committee consult with Jennifer Beam from Birdsall Engineering before proceeding further.

**Renaming Industrial Way:** Mayor Tarantolo indicated that a monument was planned to honor John Donato’s contribution to Eatontown’s Industrial Park.

After some discussion, the committee wished to go forward with a name change for Industrial Way with “Corporate Way” being their top choice. Ron Wollner plans on writing a letter to the Mayor and Council with these suggestions.

Meeting adjourned at 4 pm.

The next EDAC meeting was set for May 6th.

Respectfully submitted,

Ron Wollner - Chairman