

WAYNE TOWNSHIP ECONOMIC DEVELOPMENT COMMISSION
475 VALLEY ROAD
WAYNE TOWNSHIP, NEW JERSEY 07470

MINUTES of the ECONOMIC DEVELOPMENT COMMISSION
MEETING April 16, 2014
Mayor's Conference Room

Attendees: William Hanse, Frank DiPasqua, Caryn Luberto, Patti Tahan, George Tahan, Jr., Howard Weinberg, Michael Flower, Art Guida, Pat DeDeo, James Jimenez, Arthur Linfante

A. CALL TO ORDER

1. The meeting commenced at 8:30 am.
2. Approval of Minutes: The minutes for the EDC meeting on March 19, 2014 was received and adopted. Mr. Guida moved to approve the minutes, Mr. Weinberg seconded. All approved.

B. OLD BUSINESS

1. Mission Statement and Action Plan - No items discussed.

C. NEW BUSINESS

1. Mr. Tahan shared a NY Times article about a group of students from China that attend DePaul High School. He mentioned that the students pay extra to attend the school.
2. Mr. Weinberg handed out a review of the 1st quarter Industrial Highlights for New Jersey real estate.
3. Arthur Linfante, the chairman of the Hanover EDAC, was invited to speak with the group. He shared what Hanover Township has done for Economic development along with suggestions for our township.
 - i. Mr. Linfante has lived in Hanover since 1999. Professionally he deals with municipalities, including Wayne, for property valuation, assessments, redevelopment, and tax appeals for 30 years.
 - ii. Hanover is an incorporated municipality which includes Cedar Knolls and Whippany.
 - iii. Hanover did not have an EDC as of 6 years ago. Hanover's largest employer, Lucent, left several years ago. When Lucent left their township, they knew that they needed to change. As a result they created their EDAC about 6 years ago.
 - iv. Their township had the following problems and issues:
 1. Ordinances that did not make sense.
 2. Building and Planning departments were inefficient and not friendly to do business.
 3. The township is segmented between Cedar Knolls, Whippany and Hanover.
 - v. The EDAC realized that the municipality is the only permanent partner. Companies can come and leave, but the municipality always remains. The EDAC

needs to promote, support and buoy the businesses in town to continue consistent revenue.

- vi. The EDAC had the following focus:
 - 1. Complete an honest evaluation of your strengths and weaknesses in the Building Department and Planning Board
 - 2. Inventory priority sites and tell people about them.
 - 3. Need to establish an outreach program.
 - vii. Items that the EDAC implemented:
 - 1. Changed the ordinances that did not make sense.
 - 2. Fixed their Building Department and Planning Board. The Building Department was trying to do too much. They looked for help from the private sector. This allowed the Building Department to be more efficient and it saved money.
 - 3. They instituted Bi-annual Meetings with Business. This allowed for open communication with businesses and the public. It also helped to educate the public on initiatives and plans.
 - 4. They also have Business Retention meetings and Broker Meetings.
 - 5. They pinpointed key sites to develop and re-zoned the areas if necessary. They wanted the public to know that the sites were available and that they were open for discussion to be flexible on the sites.
 - viii. Within 6 years they filled their sites and turned around economic development of Hanover. Their priority sites were filled by Lexus, Shop Rite, Wegmans, and Bayer.
 - ix. Mr. Linfante made the following comments about Wayne:
 - 1. Priority sites would be Wayne Hills Mall, ISP, State Farm, Bayer, 10 acres across from Wayne Lincoln, and Cost Cutters. He even mentioned that he would be hopeful about Mountain View.
 - 2. Put together a plan and have a budget.
 - 3. Wayne Town Center appears to be moving in the right direction.
 - x. Mr. Linfante made the following general comments:
 - 1. They have been using a PR firm with a portion of their budget. They use a company named Brush Fire. Their budget is approximately \$50,000.
 - 2. He made the comment that the Office park is defunct. We should consider focusing on our current office buildings in town.
 - 3. He mentioned that the college in town, William Paterson, could be a good partner.
4. The next meeting is scheduled for May 21, 2014.

D. The meeting adjourned at 9:45 am.

Respectfully submitted, May 3, 2014 by Michael Flower