

MORRIS TOWNSHIP
ECONOMIC DEVELOPMENT ADVISORY COMMITTEE
REGULAR MEETING MINUTES
MONDAY, JANUARY 11, 2021 – 6:00 P.M.

CALL TO ORDER

The January 11, 2021 Meeting of the Economic Development Advisory Committee was called to order by EDAC Secretary, Nicole Donohue, 6:10 P.M., via Zoom.

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ATTENDANCE

Mr. Ken Bariahtaris
Mr. Robert Berns
Ms. Jessica Brennan
Mr. Randall Emond
Mr. Liam Gallagher
Ms. Elizabeth (Beth) Kujan
Mr. Jeffrey Mueller
Mr. Malcolm (Mike) Sheldrick

APPOINTED OFFICERS

Mr. Jeffrey Grayzel, Mayor
Mr. Timothy Quinn, Township Administrator
Ms. Kathy Viarengo, Tax Assessor

ALSO PRESENT

Ms. Cathy Wilson, Township Committeewoman

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

Nicole Donohue 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 January 20, 2020 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.

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PLEDGE OF ALLEGIANCE Nicole Donohue led the Pledge of Allegiance.

OATH OF OFFICE

Nicole Donohue administered the oath of office to the following members: Ken Bariahtaris, Mayor Jeffrey Grayzel, Elizabeth Kujan, Jeffrey Mueller, and Mike Sheldrick.

NOMINATIONS FOR CHAIRMAN AND VICE CHAIRMAN

Liam Gallagher was voted chairman and Robert Berns was voted vice chairman.

APPROVAL OF MINUTES

On a motion duly made, seconded, and carried by the votes as indicated, the reading of the 12/7/2020 meeting minutes were approved as circulated.

GENERAL BUSINESS

The meeting commenced with committee members discussing what they especially wanted to focus on in the coming year. Beth discussed increasing visibility for the Township, specifically with regards to the fact that it has a lower cost of living compared to surrounding municipalities. Ken mentioned that he wanted to focus on clean energy and post-pandemic strategies. Jessica discussed how the Township offers a balance between suburban and city living as well as wanting to focus on what brought young families to the Township. Mike stated that the Township's older office buildings are not designed for today's businesses and would like for EDAC to focus on what could be done with them. Mayor Grayzel expressed his desire for the Township to market itself to attract new businesses, as well as to get current businesses to stay.

Mayor Grayzel and Committeewoman Wilson stated that EDAC's two "big goals" for this year will be the Madison Avenue Corridor (MAC) and the former Honeywell site, which is currently vacant. They discussed the possibility of not having any corporate clients at the former Honeywell site. They also stressed the importance of engaging residents in these projects to ensure their success. Robert Berns discussed the possibility of NYC firms having satellite offices in the Township after the pandemic is over.

The Restoration Hardware (RH) Gallery at the Abbey was the next discussion topic. Jessica stated that "it is not a retail store, but rather a showcase and a gathering place." Its clientele, which is 85% female, is in the top 10-15% in terms of affluence and come from up to a 50-mile radius. Randy discussed how RH Galleries are usually located near luxury apartment and condo complexes, as well as high-end stores such as Apple, William-Sonoma, Starbucks, and Coach.

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GENERAL BUSINESS (CONTINUED)

Additional topics that were discussed with regards to new businesses in the Township included the Primrose School which will be located in the former Wells Fargo building with a small part of the building being reserved for a possible drive-thru bank, as well as the previous Montessori School on Kahn Road being turned into daycare center. Mayor Grayzel brought up the possibility for a boutique fitness business for near the Traction Line Recreation Trail as well as a new field and recreation office at the former Honeywell site. Liam and Robert discussed the possibility of administering a survey to the public to get their opinions regarding the Madison Avenue Corridor project. Bernardsville had administered a highly successful survey to its residents regarding transportation, dining, retail, etc. Liam suggested that the Township closely follow their model and also suggested reaching out to corporations in the Township for funding. Mayor Grayzel suggested that the committee possibly consult with professionals to formulate survey questions.

Mr. Williams (a Township resident) expressed some concerns that he has. He stated that he felt as if the Township is too hard on home businesses and would like to know if there are strategies to specifically help minority-owned businesses.

ADJOURNMENT

The January 11, 2021 meeting, with no further business, was adjourned at 7:22 P.M.; next to convene at 6:00 P.M., February 1, 2021 via Zoom.

Nicole Donohue
EDAC Secretary