



MORRIS TOWNSHIP
ECONOMIC DEVELOPMENT ADVISORY COMMITTEE
REGULAR MEETING MINUTES
Monday, May 3, 2021 – 6:00 P.M.

CALL TO ORDER

The May 3, 2021 meeting of the Economic Development Advisory Committee was called to order by Liam Gallagher (EDAC Chairman) at 6:13 P.M., via Zoom.

* * *

ATTENDANCE

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

APPOINTED OFFICERS

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

ALSO PRESENT

Ms. Cathy Wilson, Township Committeewoman

* * *

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

Liam Gallagher 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 15, 2021 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 Indi



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vidual 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

Liam Gallagher led the Pledge of Allegiance.

APPROVAL OF MINUTES

On a motion duly made, seconded, and carried by the votes as indicated, the reading of the 04/05/2021 meeting minutes were approved as circulated.

GENERAL BUSINESS

The first topic of discussion was the 57,000-square foot vacant office building located at 299 Madison Avenue. According to Kathy V., it is situated on six acres and is zoned as an office lab space. SJP is the current manager and developer and the current owner is Nuveen (formerly TIAA). According to Liam, it has been vacant for at least two years and is close to the future RH Gallery site at the Abbey and will be a catalyst for change on the Madison Avenue Corridor (MAC). Tim stated that the building is for sale and “that there is a lot of interest but we do not know what the interest is” and stressed the importance of reaching out to SJP. Ken asked what the timeline is. Liam stated that the communication flow with SJP could possibly start that week. Tim requested that the committee try for an in-person meeting with the SJP property owner, himself, Liam, Kathy V., Rob, and Randy.

The next topic of discussion was the request for proposal (RFP) to find a professional interview and survey team to design the survey, reach out to the property owners, conduct interviews, administer the survey, analyze the responses, and compile the final report. Tim is looking for public relations and marketing firms to send the RFP to. He suggested the survey consist of five to seven questions, while EDAC suggested 10-15 questions. He also suggested that up to 17 in-depth interviews be conducted, that the interviews be 30-40 minutes long, and that the team should have at least five years of experience. Committeewoman Wilson asked, “What if owners don’t respond to the survey?” Mayor Grayzel stated that he would send each property owner a letter that he composed expressing how important their responses are to the Township. Randy brought up concerns from a monetary point of view by stating that longer surveys equal longer interviews which means having to spend more money. Therefore, he suggested that only six to eight property owners participate in the in-depth interviews, while the remaining owners answer the survey. He also stated that some responses will not be usable, due to not enough information being provided.

GENERAL BUSINESS (CONTINUED)



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Randy further stated that EDAC will personally interview SJP due to the large amount of interest, but that the other 17 property owners on the MAC should be interviewed by the professionals in some capacity. Tim stated that EDAC members should participate in the interviews alongside the professionals, but Randy stated that he had concerns about inconsistency and scheduling if various EDAC members helped conduct the interviews. Liam stated that he felt that members could sit in on the interviews and observe, but leave the actual conducting to the professionals. Rob stated that he would be willing to sit in on some of the interviews. Ken offered his suggestion of having EDAC members conduct interviews, but having professionals construct the survey and “interview talk track,” as well as analyze the data to save money. Randy stated that in order for proper analysis to take place that the interviews will have to be transcribed.

Randy suggested that in order to save money, but to still get quality results that eight in-depth interviews (30-40 minutes in length) be conducted and recorded and that nine surveys be administered, as opposed to 17 in-depth interviews or eight interviews plus 17 surveys. Committeewoman Wilson suggested that transcribing the interviews be included on the list of requirements on the RFP. She also asked about insurance requirements for the professionals. Tim responded that they need general liability insurance and BRC if they are coming on Township property. Liam stated that EDAC should start making lists for which property owners will be completing the survey and which ones will be participating in the in-depth interviews. Jessica asked if EDAC should reach out to Township Planner Paul Phillips. Tim responded that he had already contacted him. Kathy V. asked if in-person interviews are possible. Randy responded that he did not think so, but to wait and see what the professionals suggest. Tim recommended to allot 90 days for the project, but EDAC suggested 60 days. Liam asked whether the public should be notified about the project, but Tim responded that there is nothing to inform the public of at this time. Beth suggested using the Township website to communicate with the public and Committeewoman Wilson suggested waiting until after the interviews and surveys were completed before informing the public.

There were no public comments for this meeting.

ADJOURNMENT

The May 3, 2021 meeting, with no further business, was adjourned at 7:10 P.M.; next to convene at 6:00 P.M., June 7, 2021 via Zoom.

Nicole Donohue
EDAC Secretary