



MORRIS TOWNSHIP
ECONOMIC DEVELOPMENT ADVISORY COMMITTEE
REGULAR MEETING MINUTES
TUESDAY, SEPTEMBER 20, 2022 – 7:00 P.M.

CALL TO ORDER

The September 20, 2022 meeting of the Economic Development Advisory Committee was called to order by Liam Gallagher at 7:11 P.M.

* * *

ATTENDANCE

Mr. Ken Bariahtaris (via Zoom)
Mr. Robert Berns
Ms. Jessica Brennan (via Zoom)
Mr. Liam Gallagher
Mr. Mitchell Hersh
Ms. Merle Johnson
Ms. Cathy Wilson, Township Committeewoman

APPOINTED OFFICERS

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

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**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 14, 2022 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

Liam Gallagher led the Pledge of Allegiance.

APPROVAL OF MINUTES

On a motion duly made, seconded, and carried by the votes as indicated, the readings of the 07/05/2022 meeting minutes were approved as circulated.

GENERAL BUSINESS

Note: There was no audio recorded for this meeting due to technical difficulties.

The meeting began with Liam stating that EDAC's goal is to present its vision to the Township Committee by the end of the calendar year. He reiterated that the Madison Avenue Corridor (MAC) is defined as the stretch of Madison Avenue between Friendly's and the Madison Hotel. He also asked if the area should possibly be referred to as the "Madison Avenue Neighborhood" instead of the MAC. His suggestion was met with multiple "no's," as most of the residential area is not actually on Madison Avenue. Kathy, Tim, and Committeewoman Wilson all stated that Atlantic Health will be a tenant in 299 Madison Avenue which was recently sold by Teachers Insurance and Annuity Association.

In response to residents indicating on the survey that they do not want "big box" stores on the MAC, Mitchell stated that there are no more "mom and pop" stores in this day and age. Kathy added that due to the value of the properties on the MAC, "mom and pop" stores would not be appropriate. For example, the Metlife building is on the market for \$16.5 million. She also added that closing Old Turnpike Road to cars and making it a pedestrian plaza (which was discussed in a previous meeting) would be severely limiting for businesses. Mitchell strongly agreed that closing Old Turnpike Road would be a bad idea and was concerned that doing so could possibly lead to legal consequences for the Township. Liam said that future major changes along the MAC will mostly likely involve the Madison Hotel (recent new ownership), the Metlife building, and the proposed Red Bulls facility.

Liam reiterated the goal from previous meetings to present the MAC vision to the Township Committee by the end of 2022. He asked for volunteers to fill in the slides for the PowerPoint presentation that the governing body will ultimately view. One or two members will take responsibility for specific focus areas. The focus areas were divided as follows: Voluntary Committee Outreach and Environmental Considerations - Committeewoman Wilson, Residential - Merle Johnson, Macroeconomic - Robert Berns, Future Considerations - Mitchell Hersh, Safety & Accessibility - Liam Gallagher and Jessica Brennan, Zoning & Design Standards -Liam Gallagher and Kathy Viarengo.

GENERAL BUSINESS (CONTINUED)



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Additionally, Liam suggested allowing the Environmental Commission and Transportation Advisory Committee to provide input for the presentation that EDAC will be presenting to the Township Committee. Merle asked if it would be worth it to look at the Township's master plan that was completed in 2017. Committeewoman Wilson responded that the master plan suggested evaluating the MAC. Robert stated the master plan is available to view on the Township website. Mitchell said that the Doctors Park at 290 Madison Avenue may be for sale soon. Kathy responded that the Township is in a "time of transition and we do not know exactly when trends will come to fruition."

The final topic of discussion was the decision to postpone the October 11th meeting to October 26th in order to allow for other committees to have time to contribute to the report.

PUBLIC COMMENTARY

There was no public commentary for this meeting.

ADJOURNMENT

The September 20, 2022 meeting, with no further business, was adjourned at 8:19 P.M.; next to convene at 7:00 P.M., October 26, 2022 in the conference room at 50 Woodland Avenue, Morris Township, NJ 07960.

Nicole Donohue
EDAC Secretary