

TOWNSHIP OF OCEAN
Economic Development Commission
MAY 18, 2022 - 10:00 AM

CALL TO ORDER

ROLL CALL

Michael DeCicco	___Absent__
Bob Lange	___X___
William Laudien	___X___
Anthony Scuorzo	___X___
Ken Baulderstone	___Absent__
Anthony Pellegrino	___X___
Mitch Bernstein	___X___
Lee Eagles	___X___

FLAG SALUTE

OPEN PUBLIC MEETING ACT – PURSUANT TO THE PROVISIONS OF THE NEW JERSEY OPEN PUBLIC MEETING ACT, ADEQUATE NOTICE OF THIS MEETING WAS PROPERLY PROVIDED BY SENDING COPIES OF THE NOTICE OF MEETING TO TWO NEWSPAPERS, THE ASBURY PARK PRESS AND THE PRESS OF ATLANTIC CITY. THE NOTICE WAS POSTED AT THE OFFICE OF THE TOWNSHIP CLERK AND ON THE BULLETIN BOARD OF THE ADMINISTRATION BUILDING.

REGULAR MEETING

Approval of the Meeting Minutes: March 16, 2022

Chairman Eagles made a motion to approve the meeting minutes, from the March 16, 2022, meeting. The motion was seconded by Mitch Bernstein.

Michael DeCicco	___Absent__
Bob Lange	___X___
William Laudien	___X___
Anthony Scuorzo	___Abstain__
Ken Baulderstone	___Absent__
Anthony Pellegrino	___Abstain__
Mitch Bernstein	___X___
Lee Eagles	___X___

1. **Chairman's Opening Remarks**

Chairman Eagles began by welcoming the members, and welcoming Stephen K. Milgrom, from the Office of Business Advocacy for the state of New Jersey, to the meeting as a special guest speaker.

Chairman Eagles discussed that, to make Stephen Milgrom aware of the Township of Ocean's needs, Steve was provided with the Marketing and Brand Plan from the Economic Development Committee prior to the meeting.

Chairman Eagles discussed that Mr. Milgrom was going to observe where the Economic Development Committee's goals, and needs, are and see how he may be able to assist.

Chairman Eagles then turned the meeting over to Mitch Bernstein to discuss the Ocean County Tourism Advisory Council Meeting he attended.

2. Ocean County Tourism Advisory Council Meeting

Mitch Bernstein attended the Ocean County Tourism Advisory Council Meeting on April 11th chaired by Steve Steiner from Surfflight Theatre.

Mitch Bernstein discussed how the Ocean County Tourism Advisory Council discussed marketing the county internationally because the county receives many visitors from outside the country, specifically from Montreal, the United Kingdom, and Germany. Mitch Bernstein also discussed a Visitor Impact Study that discussed where those visitors are coming from, and what they are doing within the county.

Mitch Bernstein also discussed a brochure distribution program that the State, and the county, will help pay to market municipalities.

Mitch Bernstein discussed applying to the Ocean County Tourism Advisory Council to have a member from the Economic Development Commission represent the Township of Ocean at each meeting.

The commission discussed having Mitch Bernstein nominated to the Township Committee for recommendation to the Ocean County Tourism Advisory Council.

Chairman Eagles also discussed the brochure, "101 Things to Do in Ocean County" which was presented at the Ocean County Tourism Advisory Council Meeting. Chairman Eagles would like the commission to review the brochure to see if there are other things that the Township of Ocean hosts which could be included in the brochure.

3. Green Hat Kite Boarding Meeting

Chairman Eagles discussed that he, along with Mitch Bernstein, had a meeting with Green Hat Kite Boarding. Green Hat Kite Boarding explained to Chairman Eagles and Mitch Bernstein that the reason they chose to put the business in Waretown is because the dredge made island and wind conditions in town create one of the three best launch sites on the eastern seaboard.

Chairman Eagles explained that people come from all over to kite board.

4. Nick Mackres Meeting

Chairman Eagles discussed the meeting that he, and Mitch Bernstein had with Nick Mackres, the owner of the strip mall, where the Waretown Post Office is, and the 40 acres behind it. The purpose of the meeting was to get an update on where he is at with development, and some of the problems he may be encountering.

Chairman Eagles discussed that Nick Mackres is actively working to develop the area. Chairman Eagles and Mitch Bernstein suggested renovating the face of the strip mall first.

5. Economic Development Committee Marketing and Brand Plan

Mitch Bernstein discussed a major part of the brand plan focus needs to be on the marinas to encourage business within the Township.

Anthony Scourzo inquired if the Township of Ocean has ever tried to fully adopt Waretown as its' name.

Diane Ambrosio answered that when this town was established many years ago Brookville was a pinelands village, established as their own town, and then Waretown was a separate section. The Township of Ocean was the two entities combined, but now it is all one town. In order to officially change the name to Waretown, a ballot question would have to pass by 80%. A resident did try to obtain enough signatures at one point, but he fell short.

Diane Ambrosio discussed that the Township Committee liked the brand plan created by the Economic Development Commission and inquired as to what the Economic Development Commission's next step with the plan is.

Mitch Bernstein discussed that the Economic Development Commission would put together a proposal for how they intend to fund the ideas in their marketing plan and provide that to the Township Committee.

6. Citizen Problem Reporter

Diane Ambrosio discussed how the Citizen Problem Reporter is working, and available, to the residents in town. Essentially, residents are able to make reports of problems to the Township and then the reports are given to the appropriate departments to handle.

Diane Ambrosio discussed that the point of Citizen Problem Reporter is to enable the township residents to be able to report any problem related to the town. For example, residents can report issues with garbage, or road problems, such as potholes.

7. Guest Speaker(s): Stephen Milgram – Office of Business Advocacy (Manager); Don Newman – Small Business Advocacy NJ Business Action Center Dept. of State (Manager)

Stephen Milgram introduced himself to the Economic Development Commission and explained that he is a business advocate from the State of New Jersey Department of State Business Action Center.

Stephen Milgram discussed that he advocates for the businesses, not the state, even though he is a facet of the state government. The main objective is to help businesses navigate state government. Additionally, Stephen Milgram helps businesses find open spaces, within towns, where their businesses are likely to thrive.

Stephen Milgram suggested that the Township of Ocean inquire with the film commission to have potential films filmed within the Town. Stephen Milgram discussed that the Town is in a prime location for films because virtually any sort of environment is within a 45-minute drive.

Diane Ambrosio discussed there have been episodes of HGTV's Beachfront Bargain Hunt and another show where they renovated a home. Brookville Road was filmed for opening credits of an ABC sci-fi series.

Public Comment:

No public was present at the meeting.

Motion to Adjourn

Bob Lange made a motion to adjourn. Mitch Bernstein seconded the motion.

All in Favor: _____X_____ Opposed _____NONE_____

Meeting Dates 2022 – 10:00 am

July 20, 2022

September 21, 2022

Signed and Submitted:

Diane B. Ambrosio, Municipal Clerk

Date