

AGENDA
VOORHEES BUSINESS DEVELOPMENT COMMITTEE
THURSDAY, February 1st, 2018
7:00 PM

CALL TO ORDER

OPEN PUBLIC MEETINGS ACT:

“This meeting is being held in compliance with the requirements of the Open Public Meetings Act and has been duly published as required by law.”

ROLL CALL

MINUTES FOR APPROVAL

NEW BUSINESS:

- Small business association meeting to be held at the Skate Zone
- Home improvement and First-Time home buyers program
- Abandoned to Affordable / market program
- Shop Voorhees app upgrades
- Improvement district overlay for mall

ADJOURNMENT

NEXT MEETING DATES: March 1st, April 5th, May 3rd

BDC Meeting Minutes
2/1/2018

Roll Call Attendance:

Present: Mario DiNatale, Andrew Schallenger, Dr. Joseph Perno, Scott Levy, Emily Morgan, Neal Cupersmith, Harry Platt, Mike Cherkas

Absent:

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Chairman Schallenger asked for a motion to approve the minutes from the last meeting, Neal Cupersmith motioned, Joe Perno seconded, all approved.

Mario explained to everyone that we have been offered the opportunity to hold the home based and small business expo at the Skate Zone. The bigger venue might give us room for more merchants, and have the Shop Voorhees people come and speak to the people there and explain the new app. He has been dealing with Mitch Lerner, who deals with and holds hockey tournaments. He would be interested in doing that here which could bring revenue to our hotels, restaurants and merchants.

Mike Cherkas stated that our event would be up against another township event with the VSA. Mario said the VSA is not a Voorhees event. Harry suggested that we avoid hitting up some of the same merchants that we have already asked for donations from. Mario advised that we would not be asking for anything, simply letting them know the event is happening and maybe they would like to offer a discount or something. We are just presenting opportunities to businesses.

Emily stated it sounds like a mash up of small business, home based business mixed with the merchants, Mario agreed and said that is what it would be.

A motion would be to decide if everyone agrees that we have it at the Skate Zone instead of the court room. We could invite the Mayor, Shop Voorhees and maybe the VBA. We could also try to have a meet and greet with Flyers players. There is a sports tournament during the May date so it would need to be in April. April 5<sup>th</sup>, instead of our regularly scheduled meeting.

Andy motioned, Scott seconded, all agreed. Mario asked Emily to come up with an agenda for the expo and he will work on the itinerary. Mario asked for volunteers to assist with this project. Emily volunteered, then everyone else also volunteered. Andy believes we have the old banners from the last time but may need to get stickers to change the date and time. Mario stated he could put an ad in the Voorhees Sun.

Joe Perno suggested that we may need to limit the number of people that can attend, because if Flyers players will be there, people might bring many of their family members. Mario agreed and suggested more targeted advertising instead of general. Emily suggested inviting the owners/operators of the businesses in town. Mario will work on fine tuning the advertising ideas.

Mario advised of a new home improvement and 1<sup>st</sup> time home buyer program that is now available. Abandoned homes could be negotiated through 3<sup>rd</sup> parties so it can be brought to market. In cases of 1<sup>st</sup> time buyers, meeting certain financial criteria and qualifications, the county could potentially give them up to ten thousand dollars.

Also meeting required qualifications and criteria, there is a potential for up to twenty thousand dollars for improvements. This is a county program, but this group can adopt the program to help market it. Andy asked how many homes are abandoned in Voorhees, Mario replied 74 homes. Mario also explained that the program is set in stone, there is no negotiating it, it is just a matter of marketing it. Scott suggested getting realtors involved, Harry is already working on it. Joe motioned, Neal seconded, all agreed.

Harry advised that the idea of putting some authority into the mall has gone to the planning board. The plan is to have a planner to justify the eminent domain and condemnation of the mall. Businesses have tried to come here and the owners keep shutting them down. Mario stated that we have a 3<sup>rd</sup> party

appraiser coming soon.. The business improvement district gives the township the ability to add taxes through added assessment, to the businesses that are already there to improve the space and lower rents. The money goes into separate accounts, not into the township.

Mario had suggested a super bowl party to the mall owners. Possibly get heated tents near Iron Hill and have them involved with food and drink, or get big TVs in the food court and have microbreweries come in. However, the owners did not respond to anything. The owners need to be driven out. Harry will bring some of this to committee.

Sophie & Pete's has opened where Burger 21 used to be. Giant Fitness is going to be where the YMCA was. Rizzeri's may leave the mall area and go where Genuardi's used to be, and WAWA may possibly go near Cooper/Route 73.

So, the 2 main projects this group will be working on are:

- 1) Skate Zone small and home-based business expo
- 2) Marketing the new home buyer program

Mario stated that if anybody has any ideas for area to focus attention on, please feel free to send emails and communicate.

Chairman Schallenhammer asked for any further comments from the board. With there being none, a motion was made, seconded, and agreed to by all to adjourn.

Respectfully submitted,

Kristina Rieders,  
BDC Secretary