

AGENDA
VOORHEES BUSINESS DEVELOPMENT COMMITTEE
THURSDAY, April 4th, 2019
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:

Shop Voorhees
Updates from Mario

ADJOURNMENT

NEXT MEETING DATES: May 2nd

BDC Meeting Minutes
4/4/19

Roll Call Attendance:

Present: Andrew Schallengerhammer, Scott Levy, Emily Morgan, Mike Cherkas, Joe Perno, Mario DiNatale

Absent: Harry Platt, Neal Cupersmith, Stella Sytnik,

Jackie Perno attended from the VBA

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Chairman Schallengerhammer asked for a motion to approve the minutes from the last meeting, Neal Cupersmith motioned, Scott Levy seconded, all approved.

Updates from Mario:

- 1- Lions Gate complex: It is currently zoned for Senior residential, the developer would like to get a use variance to create a strip center and office building. Mario stated that the plans must show a compelling reason to change the variance and the developer wanted to take the temperature of the neighbors. Mario passed questions to the Board to get their thoughts as it will sit across from Eagle Plaza. The property is currently under agreement and it is contingent upon zoning approvals. The Board agreed that the layout looks good but that they location is the problem. Board gave feedback to Mario around questions that they for his consideration and requested that Mario share that feedback.
- 2- Shop Voorhees: A representative from Municipal Cards joined us and presented on the Estate Card product he offers which is a debit card that credits back when used locally. The Board did not see the value in this configuration as residents must load the debit card with cash to fund their transactions. They came up with a list of questions for Mario to relay to this vendor and was asked to request a copy of the presentation deck for the Board to review to compare against our Shop Voorhees program.

Jackie then presented on VBA Connect. The VBA wants to become more outward facing and they have an event coming up where they will offer free membership for a year for anyone participating as a merchant in Shop Voorhees. The VBA would help complete the Shop Voorhees paperwork and sees this as a joint marketing effort.

She also shared a personal perspective on the Lionsgate initiative. The International ICSC 2020 study of shopping centers shows that they are making a comeback for experience shopping, particularly for millennials. This could be a great opportunity for an outdoor shopping experience for this market. Andy requested that we think about the future vision for this land. Joe shared that he is concerned it is in conflict with the mall concept we are already working on.

Chairman Schallengerhammer asked for a motion to adjourn; Joe Perno and Mike Cherkas approved.

Respectfully submitted,