

Washington Township Ad Hoc Economic Development Committee
April 5, 2018
Municipal Building
7:00 p.m.

Meeting Minutes

Members Present:

Tyler Oborn, Jayson Frank

Others Present:

Joyce Beck, Mark Kitchin, Ken Short (Liaison), Meghan Hunscher

Agenda Item:

I. Morris County Economic Development Corporation Presentation

Meghan Hunscher, Executive Director of the Morris County Economic Development Corporation (MCEDC), addressed the group with information on how they can help support Washington Township's efforts to market Long Valley to potential business owners.

Ms. Hunscher outlined a variety of resources that MCEDC makes available to municipalities throughout the county, including: the business outreach and retention program called the Listening to Business Initiative (LBI); market profile and data support; subscription to Planning Advisory Service; an Available Property and Site Location tool; municipal council; Community Economic Development Assistance Program (CEDAP); and grants.

In order to have useful information more readily available to potential business owners, the market profile and data support services offered by MCEDC incorporate a variety of data from sources like ESRI, EMSI, CoStar, InfoGroup, and Site to Do Business. This information is selected strategically and designed as a pamphlet/brochure for the municipality and may contain information on: demographics/community profile reports, business summaries, maps, market profiles, and workforce analytics.

The group discussed the use of these brochures as a marketing tool to highlight Long Valley and all it has to offer to potential business owners. There was also discussion regarding the creation of a video about Long Valley to feature highlights from around town (farms, agriculture, parks/trails, fishing, restaurants, etc.) as an additional marketing tool. Additionally, the committee discussed reaching out to local businesses to make contact and to inquire about ways in which the town may be able to help.

Next meeting:

Thursday, May 3, 2018 at 7:00 p.m. at the Municipal Building