

**Upper Township Economic Development Advisory Commission (UTEDAC)**  
**Meeting Minutes**  
**April 3, 2018**

Meeting was called to order at 7 p.m. With the Pledge of Allegiance recited by all in attendance.

**Attendees:**

Susan Adelizzi-Schmidt (Chair)  
Beverly Fedorko Ott  
Jack Griffin  
Maura McCray

**Absent:**

John Coggins  
Joanne Gill  
Andy Shawl

Paul Dietrich, Municipal Engineer attended the meeting to assist if needed.

Minutes of the March 6, 2018 meeting were unanimously approved. Motion to approve made by Jack Griffin and seconded by Maura McCray. Approved minutes will be forwarded to the Township Clerk for filing – and inclusion on the Township’s website.

Members of the surrounding Exit 20 business community and the public were invited to the meeting to express their feedback regarding creating a full interchange at Exit 20.

At the meeting, members of the Commission introduced themselves to members of the business community who joined us for our meeting. Susan made an opening statement explaining the purpose of the Committee – and how we got to where we are today – briefly walking through the steps we’ve taken so far. Describing the survey – how we came up with a list of the top 10 priorities – and then how we narrowed our initiatives down to four and brought them forth for consideration to the Township Committee.

She noted that an online survey was conducted and responded to by approximately 300 people. The responses indicted an overwhelming positive response in support of a full interchange at Exit 20 on the Garden State Parkway. Casual conversations have taken place – and formal support has been received from the Upper Township Committee, Sea Isle City and by Senator Van Drew issuing a letter to the NJTA supporting the initiative.

Susan noted the UTEDAC is an advisory committee only and we do not create policy and has no formal power in the township.  
We can really benefit from the support of the business community – and hope to hear this evening your thoughts on Exit 20 completion.

The meeting was attended by 12 members of the business community –

Joe Martino – property owner and contractor  
Scott Schumacher – Seaville Tavern  
Tom Henry – Rio delPonte  
Blanche Adams – Thomas Heist Insurance  
Nick Karayiannis – Dino’s Seaville Diner  
Sharon Evans – Foreverpure  
Barbara Murphy-Leary –  
Sue Bomberger – Gold Coast Realty  
Toom Ulmer – Ulmers Appliance  
Ginger Miller – Cape Regional PT  
Ralph Cooper – Upper Township Business Association  
Tom Tower – Advantage

What follows here are unedited quick notes which we captured to the best of our ability from the comments made by business persons and members of the community in attendance.

Blanche Adams resident of Steelmantown – Heist Insurance  
President of the UTBA – beneficial to businesses in Upper and we believe that if it’s good for business it’s good for Upper and UTBA is in support of it.

Thomas Henry – lives in Seaville – but has Ocean View address - he explained that although it sounds funny it is a serious problem – as he was the resident who waited for 55 minutes for the rescue squad to get to him because of the confusion of where he lives and how his address is misunderstood.  
He brought a marine laboratory to upper township and ended up having to move them to Sandy Hook –because of the Townships lack of business savvy – he doesn’t want to see mistakes repeated. Parkway completion this is critical It is important to get the exit straightened out and wishes us good luck

Barbara Murphy Leary – resident of Seaville – full interchange will facilitate a town center – it will help with the significant traffic and get residents appreciate let us know how we can help as resident

Joe Martino – resident and property owner – it is a safety issue and it is critical to have for businesses – signage we need signage to let people know what’s happening which will bring ratables – and it will bring houses and stores – so we

need to develop in a good way – and it will make it affordable to live here for retirees and residents

Ginger Miller, PT at Cape Regional Physical Therapy office need to build Seaville up and we are all in favor to have it developed

Scott Schumacher – Seaville Tavern partner and General Manager – there is a lot of vacationers and campground people who don't know how to get there. Advertising and giving directions is impossible convenient for people to be able to get there easily. Cedar Square Shopping Center – is an example of need for additional traffic – and we could use the help.

Tom Tower Advantage Supply – if we were to wait for the Parkway to do all this it may be 10 years – it could help to relieve traffic at exit 25 – a twofold approach to do southbound exit now and hopefully in the future it

Nick Karayiannis – Dinos Seaville Diner – accidents on Roosevelt Boulevard are many and this would help to alleviate traffic concerns – very much in favor of the project. He asked what kind of support have we received?

Susan responded that the Township Committee wrote a resolution in support of Exit 20 – unanimously supporting the initiative. The Cape May County Freeholder Board has noted that it will support a resolution. Sea Isle City has passed a resolution, Dennis Township is being asked to support a resolution and Senator Van Drew has urged the NJ Turnpike Authority to support the exit configuration. Lou Joyce from the South Jersey Transportation Planning Authority has met with the UTEDAC and has noted that community and a critical mass of support will help to make the project be considered at higher levels. The UTEDAC announced the hope to have another meeting like this to include the general public at it will have another meeting for public input; we have a lot of work to do but letters to the editors would be helpful and broad community support will be critical.

Tom Ulmer – there is a “rest of the story” back in 1989 Rt. 9 and Rt. 50 was supposed to be completed as a full interchange – it has been beaten up twice – He invested in the development by putting in a street that was supposed to lead to the combination of two properties. He had Walmart under contract and deal fell apart – Nicole Rothschild combine the two properties. Osprey Cove 94 units out of 110 sold in 16 months – 20 miles from Cape May County – there is no reason for her to put any money into the property = what Mr. Tower said it is a safety factor for all – very important needs to be addressed shouldn't be ignored any longer. He commended the UTEDAC for its volunteerism, UTEDAC is a positive for the community and the demonstration of tell as many people as you can that there is renewed interest. Signage on the front of the farm expressing

interest in getting this done – we talked about a rally to get the public interested in this and get a groundswell of support.

Social media – get the word out about Exit 20 there is urgency – get it done sooner rather than later – the more vocal the more people hear the better. Timing is right for perhaps a marketing plan – election year is important for this topic – it is hard to say if this will be rolled into the widening from Northfield to Exit 30 – but that is kind of the end of that plan.

Township Committee is waiting to hear from the NJ Turnpike Authority in the Spring – we need to get the State involved and have the township committee and mayor talk about the importance of this to everyone.

Maura to follow up with Nicole Rothschild.

Thanks to all who attended we will get back to them.

Notes – from meeting will be provided for transcription by Paul Dietrich. Susan will talk to John Coggins about Township Committee and next steps.

Notes to Committee

Next meeting is Tuesday May 1<sup>st</sup> –

Susan presented to the Planning Board – they invited her back to give an update as we move forward.

Andrew Shawl presented to the Upper Township Business Association – the group appreciated and supported the efforts of the Commission – and hope that they can receive an update on our progress in 6 – 12 months.

Instead of producing a full brochure Susan suggests we create a rack card which is easier to get accomplished and would be done for this year. It would be a 2-sided simple card and could be sent out to the tourism destinations and distributed to all the businesses in Cape May County – if we were able to design it and get it out for summer 2018. Maura and Jack agree and seconded the change – it is noted that we would need 3 quotes for any project over \$2,000.

Need to design it and can always get more – what represents Upper for you photography meeting – tourism Facebook page – driving tourism using the township Facebook page – you can have a component of tourism in the municipal page – the township doesn't have the wherewithal to create content it would have to be done either by someone or by a company – social media needs to be done. Social media can be helpful – we'll have to figure out how we can

best use it.

Charging Benches – Andy Shawl has lead on this with others – looking into making the benches available in Township parks and recreation areas. The idea is to demonstrate that Upper Township is embracing new technologies and renewable energy – which could be a good marketing point.

Susan suggests that we apply for a NJ State Office of Travel and Tourism grant. We need to find out if Upper Township has SAGE? Jim Rutala or another person could draft a grant and make application – however there is a process to be able to have that happen. John Coggins has to take the idea to the Township Committee to garner their approval for grant writing money – this is allowed but only on an “as needed” basis as directed by Township Committee.

Beverly will transcribe the notes – and provide to Susan for feedback to John Coggins and to Township Committee.

Susan made the motion to adjourn – Jack seconded at 8:56 pm.

Meeting Minutes Prepared by  
Beverly Fedorko Ott, Secretary  
Upper Township Economic Development Advisory Commission