

**MINUTES OF A REGULAR MEETING
ECONOMIC DEVELOPMENT ADVISORY COMMITTEE
BOROUGH OF MOUNTAIN LAKES
July 10, 2017**

ATTENDEES:

Members Present: David Shepherd (Chair), Chris Richter (Vice Chair), Cynthia Korman, Khizar Sheikh, Mark Laurenzi, Andrew Schinder, Austin Ashley, Rich Sheola

Members Not Present: Janet Horst, Martin Kane

Guest: -

Attending from the Public: -

REVIEW OF MINUTES: The committee reviewed the June 5, 2017 minutes, noted a few editorial corrections, and agreed that they reflected the substance of the discussions.

DISCUSSION ITEMS:

1. The meeting began at 6:10PM
2. Update Report to the Borough Council – David Shepherd stated that he would be preparing a brief update of the Committee’s activity and progress to present to the Borough Council at an upcoming meeting. Keeping the Council up to speed is important since this Committee is only an advisory body.
3. General Discussion – There was general discussion among various Committee members regarding what may be inhibiting businesses or developers from considering new projects in the Borough.
 - a. In terms of the specific zoning parameters, Chris Richter noted that he believes the key factors are: lack of mixed use zoning, maximum 2 story structures, and generally low density limits throughout the Borough.
 - b. Cynthia Korman stated that it may be time to focus on promoting our brand or image in a more focused way – and to go beyond the notion of ‘good schools.’ Davis Shephard agreed, and said that while some realtors already do this, it would be better to have a unified voice representing a broader range of stakeholders (e.g., realtors, commercial brokers, reps from Council and schools, residents, etc...). Cynthia made the point that there are many working mothers in town, and that it is possible to be involved with children’s activities since everything is nearby – which could be a positive selling point for some.
 - c. Khizar Sheikh suggested that rather than just look to the traditional aspects such as schools, lakes, trails, etc... we should also explore new ways to make our community unique and attractive, such as state-of-the-art renewable energy infrastructure; David agreed and said some communities already do that with broadband data services, for example. Chris noted that any significant re-development could be expected to incorporate LEED standards. Khazir offered to research new energy solutions, and David assigned that action to him.

- d. Rich Sheola said that from time to time he receives requests seeking input on a proposed project that would require variances from existing ordinances. He discussed one such proposal with the Committee and received feedback. He said this would be helpful to do from time to time to get a sense of community input before any party started down the path of a formal process.
4. Next Steps Regarding Particular Areas for Consideration:
 - a. David then asked that the Committee return to the next steps for the 4 areas the Committee is reviewing in detail, and suggested that, based on discussion, the Committee should add a fifth area: the intersection of Route 46 East and the Boulevard.
 - b. There was some review of the past discussions on the areas, and the possible next steps and recommendations that the Committee could make.
 - c. David suggested that the first step would be to assign a few Committee members to each area, ask these groups to review the possibilities in more detail, and then provide high-level input to the EDAC Committee. The high-level should be: a) no change needed; b) consider specific zoning changes; c) consider a comprehensive study & re-development plan).
 - d. David made the following assignments:
 - Route 46 Eastbound parcels (near Rainbow Trail)
 - David and Khizar
 - Morris Avenue near Fanny Road at the Boonton boundary line
 - Janet and Mark
 - Route 46 Westbound parcel at the Denville boundary line
 - Cynthia and Austin
 - Midvale Road - The Market/Mountain Lakes Garage Area
 - David and Andrew
 - Intersection of Route 46 East and the Boulevard.
 - Chris and Austin
 - e. David asked the Committee members to share their output by email with the other members by 7/31, so all could review it in advance of the next meeting.
 - f. As a point of information, Khizar asked Chris which uses have the most attractive ratables for a town, and Chris responded: Bank buildings, retail properties (although demand is declining), restaurants (although demand is declining), 'big box stores & warehouses (although demand is declining due to e-commerce), multifamily residential, hotels (permitted in B zones).
5. The meeting adjourned at 8:15PM

Next Meeting: TBD