

**TOWNSHIP OF WEST MILFORD
ECONOMIC DEVELOPMENT COMMISSION**

Tuesday, March 11, 2025 – 6:30 PM – West Milford Town Hall

MEETING MINUTES – DRAFT w/ REVISIONS

1. Call to Order - JoAnn Blom, Chair
 - a. *Chairwoman Blom called the meeting to order at 6:36 PM.*
2. Pledge of Allegiance
 - a. *All in attendance recited the Pledge of Allegiance.*
3. Attendance of Commissioners & Guests
 - a. *Commissioners Present: Chairwoman JoAnn Blom, Councilman Matthew P. Conlon (Council Liaison & Secretary), Councilwoman Ada Erik (Mayor's Designee), Stu Feldman (Chamber of Commerce Representative), James D. Bennett, Melissa Brown-Blaeuer (arrived 6:58 PM), Margaret Liebenstein, Courtney R. Wasyluk*
 - b. *Commissioners Absent (Excused): Rudy Hass*
 - c. *Commissioners Absent: Andrena L. Pegel*
 - d. *Guests Present: None*
4. Secretary's Report – Councilman Matthew P. Conlon, Secretary
 - a. Adoption of Previous Meeting Minutes: February 11, 2025
 - i. *Motion by Councilwoman Erik, seconded by Commissioner Bennett, to adopt the minutes. Vote unanimously in favor.*
 - b. Update of Commissioners List
 - i. *Councilman Conlon advised that James Lyons and Jill Van Nostrand have been removed as Commissioners by the Township Council via Resolution 2025-144 at the Wednesday, March 5, 2025 Governing Body Meeting.*
 - ii. *Councilman Conlon advised that James Bennett, Rudy Hass, and Courtney Wasyluk have all been appointed as Citizen Members of the Commission.*
 - c. Modification of Governing Ordinance
 - i. *Councilman Conlon advised that he has reviewed the Town Code and found that it does not provide for a Chamber of Commerce Representative as a Commissioner. He has contacted the Township Administrator to take the necessary steps to change "Local Business Representative" to "Chamber of Commerce Representative" at the next Governing Body meeting.*
5. Update on 2025 Meeting Dates
 - a. All meetings will be at 6:30 PM.
 - b. The November meeting has been canceled by Chairwoman Blom.

- c. Remaining 2025 meeting dates are: April 8, May 13, June 10, July 8, August 12, September 9, October 14, December 9

6. Ongoing Projects & Reports

- a. Tourism Map Project - Chairwoman Blom
 - i. ***Chairwoman Blom will follow up with Tommy Castronova and Councilman Conlon said he would make the request in the discussions to get a copy of the map design for the Commissioners to review.***
- b. Web/Calendar - Councilman Conlon
 - i. ***Councilman Conlon is in frequent communication with Township Administration. The new Commissioners have been added to the EDC page on the Township website.***
- c. Chamber of Commerce Update – Commissioner Feldman
 - i. ***Commissioner Feldman stated that the Chamber has 11 new business members this year, up to 106 total. The meeting with Assemblywoman Aura Dunn was very successful and a number of attendees stayed after to speak with her. The Chamber is sponsoring West Milford Day as a Bronze Sponsor and a civic booth. They are going to be an Activity Sponsor for Highlands Food Truck Festival and will be having a booth at Autumn Lights Festival. Commissioner Feldman had a Teams meeting with Orange & Rockland about business & residential efficiency, who will be doing a presentation at the May 14 Chamber meeting, where Ringwood Chamber will be invited as well.***
- d. Window & Building Painting – Chairwoman Blom & Councilwoman Erik
 - i. ***Councilwoman Erik identified another potential site: the ramp that holds up Old Greenwood Lake Turnpike.***
 - ii. ***Councilwoman Erik reminded that this is being worked on and businesses are being contacted.***
 - 1. ***Commissioner Feldman suggested the Airport and Recreation Center.***
 - 2. ***Councilwoman Erik advised that graffiti cleanup could be useful through this program.***
 - 3. ***Councilwoman Erik advised that students cannot be paid by the Clean Community grant program.***
 - 4. ***The Commissioners discussed possibly making locations into a scavenger hunt or including them in the tourism map.***
 - iii. ***Commissioner Bennett suggested possibly including sidewalk painting as well, so local businesses could be part of the map or scavenger hunt.***
- e. Mayor's Business Spotlight Program – Councilman Conlon
 - i. ***Councilman Conlon advised that Commissioner Brown-Blaeuer has provided the graphic designs for the two submissions so far and created a template for future submissions.***

- ii. ***Councilman Conlon is in the process of drafting an email for Commissioner Feldman to distribute to Chamber of Commerce members to encourage participation in this initiative.***
 - iii. ***Commissioner Feldman discussed working with Chamber members to help share the Spotlight graphics out in the community as well as opening this up for Chamber members. Commissioners Brown-Blaeuer and Wasyluk agreed.***
- f. Restaurant Week – still in formation stage
 - i. ***Mayor Dale is establishing the parameters for this event and an update will be provided once its operation is determined.***
- g. QR Codes at Trailheads – still in formation stage
 - i. ***This is still in the formation stage. Administration is in the process of developing the trailhead signs to start the process.***
- h. West Milford Day – Councilmembers Conlon & Erik
 - i. Event: Saturday, June 28, 2025 (Rain Date: Sunday, June 29, 2025)
 - ii. ***Councilman Conlon advised that there is no additional work to be done on this item at this time, but that as the event is finalized, the Commission may wish to have some volunteer involvement. There has been a great response so far and a lot of support from local businesses and civic groups.***
- 7. Old Business
 - a. ***There was no additional Old Business discussed.***
- 8. New Business
 - a. ***Commissioner Bennett suggested a community run, walk, or triathlon.***
- 9. Adjournment
 - a. ***Motion by Commissioner Bennett, seconded by Councilwoman Erik, to adjourn the meeting at 7:23 PM. Vote unanimously in favor.***

Respectfully submitted by Councilman Matthew P. Conlon, Secretary

—

ADOPTION

Date:

Motion:

Second:

Ayes:

Nays:

Abstentions:

Motion (carries/fails/is tabled).