

Mansfield Township Economic and Industrial Development Advisory Council (EDAC) 2016 Annual Report

Warren County Economic Development Committee Meeting
December 8, 2016
Betsy Griggs, Mansfield Township EDAC Chair

AGENDA

- Mansfield Township EDAC Recap
- 2016 Accomplishments Against Budget, Objectives and Metrics
- 2017 Strategic Plan
- 2017 Proposed Projects and Budget
- Wrap Up

The Economic and Industrial Development Advisory Council

- Council re-established since 2008
- Appointed Members and Team Changes

Appointed Members	Township Committee
Elizabeth Griggs, Chair	Mayor Shirley Kocher, Chair
Dawn Smith, Secretary	Gindy Karczukowski, Vice Chair
Russ Onderko	Ron Hayes, Vice Chair
Ron Hayes	
Gate Oakley	

- 2016 Plan Budget of \$200, Amended to \$300 (approved July 2016)
- 2016 Actual Spend of \$300 (SurveyMonkey)

2016 Accomplishments

Key Governance Metrics

- 89% of monthly meetings (regular and workshops) conducted
- 100% of approved meeting minutes submitted for website posting
- 100% Open/Closed Action Item Tracking
- Presented Quarterly Update to Township Committee
- Presented 2016 Annual Report to Township Committee
- Presented 2017 Plan to Township Committee
- Attended 100% 2016 Warren County EDC meetings to inform and align
- Presenting 2016 Annual Report to Warren County EDC on December 8, 2016

2016 Accomplishments (continued)

Objective 1: Expand the Economic Marketplace

- 4 New Business Openings
 - Orchard View Lavender Farm, Willy's Wieners, Pro Nails, AT&T Wireless

Objective 2: Listen to Residents/Data Collection

- Assessed, selected and implemented Township wide survey tool
- Developed township wide survey questions for 2017 rollout

Objective 3: Listen to Business/Real Estate Owners

- Initiated commercial real estate building inventory list
- Completed Mansfield Township Business Listing for evergreen updates (prominent posting on EDAC website)
- Assessed, selected and implemented subscription to enable electronic Township wide survey tool

2017 Plan

Strategy 1: Create and maintain a streamlined economic development process

- Commercial real estate building vacancy inventory
- Business target list
- Rollout Township wide resident surveys (1Q, 2Q, 3Q)
- Farm assessed and business owner surveys
- Warren County Wanderings Branding for Mansfield Township
- Local Business Owner Roundtable – February 13, 2017
- Joint Warren County Economic Development Committee/Mansfield Township EDAC Roundtable – March 13, 2017
- “Communications Made Easy” Handbook for businesses
- ❖ Warren County: Develop best practices and model zoning ordinances to facilitate updates to local zoning codes by municipalities to reflect economic realities; Mansfield: Current best practices and later process change output.
- ❖ Warren County: Create protocol for handling inquiries related to land use planning and economic development in the County; Mansfield: Opportunity tracking and vacant buildings.

2017 Plan (continued)

- Strategy 2: Create environment that demonstrates Mansfield Township is “Open for Business”**
- New resident Welcome Packets to support local businesses
 - Ongoing business listing management and prominent position on Township website
 - Business visitation program to support business attraction/business maps
 - Business events/activities

2017 Proposed Projects & Budget

- Survey subscription annual renewal (\$300)
- 3 rounds resident survey administration/advertising resident survey
 - 750 backpack stuffers
 - WRNJ promotion (\$)
 - Senior group communication
- Farm assessed survey administration/advertising
- Business owner survey administration
- Welcome Center brochures
 - Display holders (\$)
 - Brochures
- Business maps/walkaround maps
- Business Relocation Guides
- Resident Relocation Guides

Wrap Up

- Finalize 2016 actuals vs. plan and accomplishments
- Update ordinance 05-98 adopted on 4-22-1998 (drop “and Industrial”) to rename council the “Economic Development Advisory Council” for consistency and alignment
- Approval of 2017 Strategies and Plan
- Develop 2017 Goals, Metrics, Timelines and Budget (Smart, Measurable, Achievable, Timely)
- Thank you to team members, municipal staff, Township Committee and Mayor for engagement, teamwork and ongoing work during and in between meetings to execute deliverables
- Thank you to Warren County Economic Development Committee for inclusion of Township EDAC for alignment and partnership