

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

Mansfield Township Committee Meeting
November 22, 2016
Betsy Griggs, Chair

AGENDA

- 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
- Appointed Members and Team Changes

Appointed Members	Township Committee
Elizabeth Griggs, Chair	Mayor Shirley Kocher, Chair
Dawn Smith, Secretary	Gindy Korezukowski, 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 at 7:30 pm
- “Communications Made Easy” Handbook for businesses

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

- Approval to showcase/congratulate the 2016 Business Openings on the Township Community News portion of the website



Mansfield Township
Welcomes
... Four (4) ...
New Businesses
in 2016.



Brought to you by the Economic Development
Advisory Council of Mansfield Township.

Orchard View
LAVENDER FARM
www.orchardviewlavenderfarm.com

Farmer's Market

- Holiday Hrs: Fri 1 PM - 7 PM, Sat & Sun 10 AM - 5 PM
- Collecting new & unwrapped toys for local Crisis Center
- Holiday gift baskets and samples of lavender teas and desserts
- Visit us at 101 Karreville Road, Port Murray, NJ 07865
- Call us at 201-341-8147

PRO NAILS & SPA II
1930 State Route 57
Hackensicktown, NJ 07840
908-300-3923

Nail Salon

- Hrs: Mon-Fri 9:30 AM - 7:30 PM, Sat 9:30 AM - 7 PM, Sun 10 AM-4 PM
- Search Yelp! for Online Coupons (yelp.com)
- Call for appointment - open 7 days a week
- Visit us at The Shoppers of Mansfield, Route 57

Willy's
WIENERS

Restaurant

- Hrs: Mon-Sat 11 AM - 8 PM, Sun 11 AM - 7 PM
- Daily Specials, Deep Fried Hot Dogs, Hot Soup, Chili & Ice Cream
- Indoor country dining and take out
- Located along the Musconetcong River-fishing access and trails
- Visit us at 1280 Route 57, Port Murray

AT&T
Authorized Retailer

Wireless Services

- Hrs: Mon-Sat 10 AM - 8 PM, Sun 11 AM - 5 PM
- Grand Re-opening
- Wireless Sales & Upgrades, Tablets, DirecTV, Prepaid GoPhone, Home Security, Trade-Ins & Recycling
- Visit us at The Shoppers of Mansfield, Route 57

Wrap Up (continued)

- Update ordinance 05-98 adopted on 4-22-1998 (drop “and Industrial”) to rename council the “Economic Development Advisory Council”
- Approval of 2017 Plan
- Thank Township Committee for supporting deliverables with budget increase
- Thank you to team members, municipal staff and Mayor for engagement, teamwork and ongoing work during and in between meetings to execute deliverables