

**TOWNSHIP OF WEST MILFORD**  
**ECONOMIC DEVELOPMENT COMMISSION**  
Tuesday, January 14, 2025 – 7:00 PM – West Milford Town Hall

**MEETING MINUTES – DRAFT w/ REVISIONS**

1. Call to Order - Joann Blom, Chairwoman 2024
  - a. *Chairwoman Blom called the meeting to order at 7:02 PM.*
2. Pledge of Allegiance
  - a. *All in attendance recited the Pledge of Allegiance.*
3. Attendance of Commissioners & Guests
  - a. Introduction of Commission Members
    - i. *Chairwoman Blom introduced all in attendance.*
  - b. Roll Call
    - i. *Commissioners Present: JoAnn Blom, Melissa Brown-Blaeuer, Margaret Liebenstein, Andrena Pegel, Councilwoman Ada Erik (Mayor's Liaison), Councilman Matthew P. Conlon (Council Liaison)*
    - ii. *Guests: Derek Nicholson, James Bennett, Mayor Michele Dale*
4. Election of Officers
  - a. Chairperson
    - i. *Chairwoman Blom was nominated by Councilwoman Erik, seconded by Commissioner Liebenstein. Vote unanimously in favor.*
  - b. Vice Chairperson
    - i. *It was stated there is no Vice Chairperson needed.*
  - c. Secretary
    - i. *Councilman Conlon was nominated by Councilwoman Erik, seconded by Commissioner Liebenstein. Vote unanimously in favor.*
5. Adoption of Previous Meeting Minutes – Margaret Liebenstein, Secretary 2024
  - a. *Motion by Councilwoman Erik, seconded by Chairwoman Blom, to adopt the minutes. Vote unanimously in favor. Councilman Conlon abstained.*
6. Discussion of 2025 Meeting Dates
  - a. January 14, February 11, March 11, April 8, May 13, June 10, July 8, August 12, September 9, October 14, November 18, December 9
  - b. Conflict on November 18, 2025 with NJ League of Municipalities Conference
    - i. *The Commissioners gave unanimous consent to reschedule the November meeting to Monday, November 17, 2025.*
    - ii. *\*NOTE: SUBSEQUENT TO THE MEETING, CHAIRWOMAN BLOM ELECTED TO CANCEL THE NOVEMBER MEETING AS THE AMENDED DATE STILL PRESENTED A CONFLICT WITH THE NJLM CONFERENCE.*

- c. The Commissioners decided to move the start time of all remaining meetings for 2025 to 6:30 PM.*

7. Ongoing Projects & Reports

- a. Tourism Map Project
  - i. Chairwoman Blom will get an update from Tom Castronova. She will ask for an update on where it stands with the County.*
- b. Web/Calendar
  - i. Commissioner Feldman and Councilman Conlon will work on this moving forward.*
- c. Chamber of Commerce – Commissioner Feldman
  - i. Commissioner Feldman gave a status update on the West Milford Chamber of Commerce. This is the 75th year of the West Milford Chamber and they are up to 95 members, including a number of Township entities as honorary members (Elks, Friends of Wallisch Homestead, Friends of Long Pond Ironworks, and others) who have a website presence with a cost-free, non-voting membership. The Chamber sponsored the Highlander Education Foundation's Food Truck Festival at the Wallisch Homestead. They awarded two \$1,000 scholarships to West Milford High School graduating seniors, with contributions from the Fredericks Fuel Foundation. The Chamber has purchased new signs for the triangle in Town Center to be installed by Crevina Landscaping and also put up holiday decorations at the Town Center triangle. Thursday, February 13, 2025 is the next Chamber meeting; Assemblywoman Aura Dunn will be there to speak. The meeting is at Jimmy Geez starting at 6:30 PM with the speaker at 7:00 PM. Light refreshments are included for \$15.00 per person. The Chamber will also be inviting representatives from the Tri-Boro CC as some of their towns are in Legislative District 25.*
- d. Window & Building Painting – Chairwoman Blom & Councilwoman Erik
  - i. Councilwoman Erik spoke to the Clean Community Coordinator at the League. If the Township can bring in an artist who will paint a wall, Clean Community grants will pay for paint and the artist.*
  - ii. Commissioner Feldman saw examples on vacation. The Commissioners discussed themes, possible locations, and interest from local artists. Possible locations to approach include Greenwood Lake Airport, the Recreation Center (suggested by Mr. Bennett), or Commissioner Liebenstein's building.*
  - iii. Councilman Conlon will reach out to the WMHS Art Class to see if there are students interested in painting a mural.*

8. Old Business

- a. There was no additional Old Business discussed.*

9. New Business

- a. Mayor's Requests - Mayor Michele Dale
  - i. **Mayor's Community Business Spotlight**
    - 1. **Mayor Dale started a program highlighting local businesses in our community, where the business completes a standard survey questionnaire and submits a photo along with contact information. Mayor Dale has a handout and an email format letter, and provided samples of social media posts. Commissioner Brown-Blaeuer could do the graphic design and Commissioner Feldman could help distribute to Chamber members. Mayor Dale provided a business list for Commissioners to approach within the community.**
  - ii. **Restaurant Week**
    - 1. **This is a new initiative. The Mayor would like to do ticketing through Recreation with discounted prix fixe menus at participating restaurants in town. This is something the Commission can work on in the coming months.**
  - iii. **QR Codes at Trailheads**
    - 1. **The Mayor plans to have signs installed at trailheads with QR codes highlighting local businesses, adjustable by area**
    - 2. **Commissioner Brown-Blaeuer expressed concern about security with a QR code to prevent any scamming. Mayor Dale said that the sign can be designed to protect it, but then addressed the concern with QR codes relative to monetary transactions; therefore, the proposed QR codes at the trail heads would not be subject to potential scams.**
  - iv. **West Milford Day**
    - 1. **Mayor announced that we will be having "West Milford Day" on Nosenzo Pond Road on Saturday, June 28, 2025 (rain date is Sunday, June 29, 2025). This will be a one-day community event and will lead into the Independence Day Celebration event behind West Milford High School. Vendor information should be available next week. This is a collaborative effort between many Township Departments led by Community Services & Recreation.**
  - v. **Mayor Dale and Councilman Conlon clarified a number of misconceptions about the Autumn Lights Festival and highlighted the differences between ALF and West Milford Day.**

10. Adjournment

- a. **Motion by Commissioner Brown-Blaeuer, seconded by Councilwoman Erik, to adjourn the meeting at 8:29 PM. Vote unanimously in favor.**

**Respectfully submitted by Councilman Matthew P. Conlon, Secretary**