

**TOWNSHIP OF WEST MILFORD  
ECONOMIC DEVELOPMENT COMMISSION**

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

**MEETING MINUTES**

1. Call to Order - Councilman Matthew P. Conlon, Acting Chair
  - a. ***Chairwoman Blom was excused due to illness. Councilman Conlon called the meeting to order at 6:31 PM.***
2. Pledge of Allegiance
  - a. ***All in attendance recited the Pledge of Allegiance.***
3. Attendance of Commissioners & Guests
  - a. ***Commissioners Present: Councilman Matthew P. Conlon (Council Liaison & Secretary), Councilwoman Ada Erik (Mayor's Designee), Stu Feldman (Chamber of Commerce Representative), Melissa Brown-Blaeuer, Margaret Liebenstein, Andrena L. Pegel***
  - b. ***Commissioners Absent (Excused): Chairwoman JoAnn Blom***
  - c. ***Guests Present: James D. Bennett***
    - i. ***Mr. Bennett introduced himself to the group.***
4. Secretary's Report – Councilman Matthew P. Conlon, Secretary
  - a. Adoption of Previous Meeting Minutes: January 14, 2025
    - i. ***Motion by Councilwoman Erik, seconded by Commissioner Brown-Blaeuer, to adopt the minutes. Vote unanimously in favor.***
  - b. New EDC Township Email Account: [EDC@WestMilford.org](mailto:EDC@WestMilford.org)
    - i. ***Councilman Conlon informed the attendees that the Commission now has a dedicated Township email account. This will allow all communications to be sent from and received to one central location that will pass to future Commission members.***
  - c. New Citizen Leader Form Submitted: James D. Bennett
    - i. ***Councilman Conlon advised that James D. Bennett has submitted a Citizen Leadership Form to become a Citizen Member of the Commission. The Council will consider his appointment at the Township Governing Body Meeting to be held on Wednesday, February 12, 2025.***
    - ii. ***Councilman Conlon also advised the Commissioners that Rudolf Hass has also submitted a Citizen Leadership Form to be considered at the March 5, 2025 meeting.***
  - d. ***Contacting of Commissioners Who Have Been Absent***
    - i. ***Councilman Conlon advised that he had contacted Commissioners Van Nostrand and Lyons asking if they still intend to serve. He has not received a response yet and will be asking Administration about their status.***

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: March 11, 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 has been in contact with Tommy Castronova who is seeking to put a meeting together with Township Administration, representatives from the Commission, and the mapping company to see what has been done and what tasks are outstanding.***
  - ii. ***Councilwoman Erik added that Passaic County had the final say on the map. Commissioner Brown-Blaeuer sought to have the Commissioners review the draft of the map design. 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 & Commissioner Feldman
  - i. ***Councilman Conlon has communicated with the Township Administrator's office, which has updated the list of Commissioners and 2025 meeting dates. He will be requesting the addition of information about the Mayor's Business Spotlight initiative as well as other Commission business on the website.***
- c. Chamber of Commerce Update – Commissioner Feldman
  - i. Meeting with Guest Speaker: Assemblywoman Aura K. Dunn (R-25)
    - 1. Thursday, February 13, 2025 @ 6:30 PM @ Jimmy Geez North
  - ii. ***Commissioner Feldman discussed that the Chamber of Commerce is a non-political organization and the event will not be like a political rally. The Chamber has almost 100 members and is in its 75th anniversary. The most members the Chamber has had in its history is about 125 so the increased membership is very encouraging.***
- d. Window & Building Painting – Chairwoman Blom & Councilwoman Erik
  - i. ***Chairwoman Blom advised 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.***
- e. Mayor's Business Spotlight Program – Councilman Conlon
  - i. Pending Submissions: Nomad Skyn & POSSE Partners, LLC

- ii. ***Councilman Conlon has updated the Mayor's business engagement letter and questionnaire to obtain all relevant data. He has begun contacting local businesses via email to engage new submissions.***
  - iii. ***Commissioner Brown-Blaeuer has received two submissions so far and is developing the graphic design.***
  - iv. ***Councilman Conlon asked Commissioner Feldman if he would distribute an invitation to participate in this program to the Chamber of Commerce membership. Commissioner Feldman said he would distribute this to the Chamber members and encourage them to submit a questionnaire. An email will be drafted.***
  - v. ***Commissioner Brown-Blaeuer suggested file sharing through a cloud program. The Commissioners agreed that this would allow better transfer of information and commentary through the development process.***
- 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.***
- 7. Old Business
  - a. ***There was no additional Old Business discussed.***
- 8. New Business
  - a. ***There were no items of New Business discussed.***
- 9. Adjournment
  - a. ***Motion by Councilwoman Erik, seconded by Commissioner Liebenstein, to adjourn the meeting at 7:05 PM. Vote unanimously in favor.***

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

**ADOPTION**

**Date:** Tuesday, March 11, 2025

**Motion:** Councilwoman Erik

**Second:** Commissioner Bennett

**Ayes:** Chairwoman Blom; Councilmembers Conlon & Erik; Commissioners Bennett, Feldman, Liebenstein, Wasyluk

**Nays:** None

**Abstentions:** None

**Motion carries.**