

TOWNSHIP OF WEST MILFORD
ECONOMIC DEVELOPMENT COMMISSION
Tuesday, April 8, 2025 – 6:30 PM – West Milford Town Hall

MEETING MINUTES

1. Call to Order - JoAnn Blom, Chair
 - a. *Chairwoman Blom called the meeting to order at 6:34 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), Stu Feldman (Chamber of Commerce Representative), James D. Bennett, Melissa Brown-Blaeuer, Peggy Noble, Andrena L. Pegel (arrived 6:41 PM)*
 - b. *Commissioners Absent (Excused): Councilwoman Ada Erik, Rudy Hass, Margaret Liebenstein, Courtney R. Wasyluk*
 - c. *Guests Present: None*
4. Secretary's Report – Councilman Matthew P. Conlon, Secretary
 - a. Adoption of Previous Meeting Minutes: March 11, 2025
 - i. *Motion by Commissioner Brown-Blaeuer, seconded by Commissioner Feldman, to adopt the minutes. Vote unanimously in favor.*
 - b. Update of Commissioners List
 - i. *Councilman Conlon advised that Peggy Noble has been appointed as a Citizen Member of the Commission. Two Alternate positions are still open and Commissioners should seek qualified applicants.*
 - 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 had contacted the Township Administrator to take the necessary steps to change "Local Business Representative" to "Chamber of Commerce Representative" and received Council consensus. The First Reading of the Ordinance was passed at the April 2, 2025 Governing Body meeting. The official change will take effect upon the Second Reading and Public Hearing at the May Governing Body meeting and be reflected in the Town Code.*
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: 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. ***Councilman Conlon spoke with Tom Castronova regarding the map. He will be following up with different departments***
- b. Web/Calendar - Councilman Conlon
 - i. ***Councilman Conlon is in frequent communication with Township Administration. The new Commissioner has been added to the EDC page on the Township website.***
- c. Chamber of Commerce Update – Commissioner Feldman
 - i. ***Commissioner Feldman stated that the Chamber attended a mixer with the Greenwood Lake, NY Chamber at Murphy's Tavern and will be looking to partner on future events. The May meeting for West Milford Chamber will be at Eden Farms and Rockland Electric will be attending to discuss millions in available funding to increase efficiency at homes or businesses by providing assessments for free. New Chamber of Commerce signs in the triangle in Town Center were installed by Crevina Landscaping last week. New banners are up on the lamp posts as well. There have been 14-15 new members so far this year. Chamber membership is up to its highest levels in fifteen years. The Chamber attended grand opening events with the Township officials at Dino's Deli and Illustrious Gallery. The next meeting is tomorrow night at 7:00 PM at the Library (Commissioner Wasyluk is the guest speaker).***
- d. Mural 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.***
 - iv. ***Councilman Conlon attended the Grand Opening at Illustrious Gallery (5 Lakeside Road, Hewitt) on Saturday along with the Mayor and Council and Chamber of Commerce representatives, including Commissioner Feldman. He and Mayor Dale spoke with***

Biagio Pagliarulo, the owner and artist, about possibly serving as a mural artist for the Commission's initiative. Mr. Pagliarulo is interested and Councilman Conlon will follow up with him before the May meeting with more information.

- e. Mayor's Business Spotlight Program – Councilman Conlon
 - i. ***Councilman Conlon advised that since the Chamber of Commerce communication was sent out, he has received a response from Ace Masonry, which he has shared with Commissioner Brown-Blaeuer and she has started the design work on.***
- 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.***
 - ii. ***Commissioner Noble explained how it is done in other communities.***
- 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. The EDC Commissioners may be asked to volunteer in some capacity, if available, but nothing is definite at this time.***

7. Old Business

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

8. New Business

- a. ***Commissioner Bennett provided a sample of a Warwick Valley Chamber of Commerce tourism map and membership directory.***
 - i. ***The Commissioners reviewed it and discussed possibly utilizing some of these features.***
- b. ***Councilman Conlon, Mayor Dale, and Administrator Bill Senande met with the new Passaic County Economic Development Director Giancarlo DiLonardo about initiatives to bring to town.***
- c. ***Commissioner Pegel asked if there are any updates with the Cosmo's space in Hewitt Plaza. The Commissioners discussed some ideas and options of what would be appealing there.***
- d. ***Commissioner Feldman suggested an opportunity for veterans housing. Similar projects have been completed in neighboring communities. Possible locations discussed were 299 Marshall Hill Road and 1900 Union Valley Road. The discussion will be continued at a future meeting.***

9. Adjournment

- a. *Motion by Commissioner Noble, seconded by Commissioner Brown Blaeuer, to adjourn the meeting at 7:38 PM. Vote unanimously in favor.*

Respectfully submitted by Councilman Matthew P. Conlon, Secretary

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ADOPTION

Date: May 13, 2025

Motion: Commissioner Brown Blaeuer

Second: Councilwoman Erik

Ayes: Chairwoman Blom; Councilmembers Conlon & Erik; Commissioners Bennett, Brown Blaeuer, Feldman, Hass, Liebenstein & Noble

Nays: None

Abstentions: Commissioner Bossolt

Absent (Excused): Commissioners Pegel & Wasyluk

Motion carries.