

**BOROUGH OF BERLIN ECONOMIC DEVELOPMENT
COMMITTEE MINUTES**

October 14th, 2015

Call to Order:

Flag Salute:

Roll Call:

Bob Foster	Absent
Mike Latigona	Present
Marie Ryan	Present
Kevin McHugh	Absent
Casey Buchanan	Present
Bob Suchowierski	Present
James Knight	Present
Carl Canfield Jr.	Present
Roger Strong	Present
Stephanie-Hasbrouck-Spancake	Present
Patricia Cummings	Present

Also present: Mayor John Armano, and Borough Solicitor Howard Long.

MINUTES:

Minutes from September 14th, 2015

A motion to approve the minutes from September 14th, 2015 was made by Jim Knight, and seconded by Roger Strong. Those eligible to vote all voted aye.

DISCUSSION:

Mr. Long discussed with the board the Social Media Policy with the board. Rules are set in place to protect members and the Borough. The board can emphasize the dissemination of public information. Get information out to potential businesses such as tax advantages, commercial sites, Planning and Construction information. There needs to be a point person for consistency. Administrator Charleen Santora is that point person. Information provided may be available under OPRA. This should provide information and demographics. Mr. Long explained people will look for the Borough Web site, and then have a link to the EDC. The Administrator will review and approve what goes on the page, and preserve the page, and produce information as needed. Any comments on the facebook page are under the Borough's Administration. There needs to be some sort of control. Only business related information should be posted, allow the good with the

bad. Mr. Long handed out a sample of Gloucester Township's facebook page, and the information provided. There is a clause to not permit comments on the page, utilize an email vs. comments on the page where there could be inappropriate conversation. This is not meant to stifle information and not stop comments, just be able to monitor inappropriate comments online.

Mr. Suchowierski commented that shouldn't the policy state direct posting by 3rd party is prohibited, call out posting, friending, and comments specifically. Mr. Long stated it does, and shared that.

Mr. Latigona mentioned we should keep it simple, with meeting dates, times, updated information. He also mentioned the proposal of the vacant properties, there could be an external website as long as it goes through the Borough Website as a link. Mr. Latigona mentioned there is an intent to merge with Realtors, have realtors pay for listings on the site, with photographs. Mr. Long stated as long as it is not specific comments on the EDC page.

Mr. Suchowierski asked if this was in compliance with the FRC Rule 26 freedom of information? 2011/2012 it was revised corporate policy to not preserve emails after 90 days. Mr. Long responded in New Jersey we follow the state records retention act. We keep information based on the law. Mr. Suchowierski asked what the record retention schedule for that is, and once it's on the page, how long does it remain. Mr. Long stated it has to be backed up, once it's on facebook it stays. Mayor Armano added that all information goes through Charleen, and he will meet with the CFO regarding taking in funds and the use of funds. Mr. Strong commented on a proposed budget, Mayor Armano commented that \$450 was placed in the budget, Mr. Strong added that we need a committee to meet with the CFO. All payments are made through the Borough funds by Voucher, and purchase order. Carl suggested a small group meets, the budget committee that consists of Bob, Stephanie, Casey and Roger, with 2 alternates, Jim and Mike. Casey mentioned the EDC having it's own email account to respond to comments. At this time Mr. Long left the meeting.

Mr. Knight asked if local government can solicit money? Mayor Armano stated it's not a solicitation for us. Howard reviewed the proposal, and it's a matter of self funding a not profit arm of the Borough. Mr. Latigona asked Mayor Armano if he has a preference of a name, and would he be willing to do a small video and the Mayor agreed. Mayor Armano added that he is available to talk with and meet future businesses. Mayor Armano addressed some information regarding the Kmart plaza. There is a lienholder on the property. Mayor Armano mentioned the Berlin Brewing Company proposing a grand opening in November. Jim Knight suggested a name as Rolling Spokes. Roger made a motion for Carl to handle speaking with the CFO, share ideas at the next meeting. November 10th is the next EDC meeting. Mr. Latigona mentioned coordinating with the Celebration Committee. Jim stated he feels that this entity should be different than other entities. Come up with a good name and slogan. Register the domain name. Go to internic.com where the highest level of searches of domain names go.

CORRESPONDENCE:

None

ADJOURNMENT:

Mike Latigona made a motion to adjourn the meeting, Casey Buchanan seconded the motion.

Respectfully Submitted,

Debbie Simone

Cc: Charleen Santora, RMC, Business Administrator