

**EAST BRUNSWICK REDEVELOPMENT AGENCY MEETING
JUNE 7, 2021 AGENDA**

Virtual Meeting
1 Civic Center Drive
East Brunswick, NJ 08816

8:00 PM

1. Call to Order, Pledge of Allegiance, Moment of Silence, and Roll Call

Mirah Adah Becker -V
Cindy Furgang - V
Irina Katsnelson - V
Allison Nagelberg - V
Councilman Spadafino - V
Debbie Wynter - V
James Wendell - V

Also present: Michael Hughes, Executive Director; Loren Morace, Agency Clerk; Ron Gordon; Agency Counsel; Frank Guagliardi, Agency Counsel; Joseph Criscuolo, Business Administrator

2. Statement of Notice of Publication

The Township is using the telephone meeting format in an effort to mitigate the chance of exposure to COVID-19, as a part of the Township's ongoing effort to slow the rate of transmission and avoid overwhelming our treatment centers. The Dial in Information and Agenda have been posted on the Township website and are posted on EBTV for members of the public.

Members of the public can call in with the number provided if they have any questions for the Redevelopment Agency Commissioners. You will have five minutes to speak, should you have any further comments or questions, the Planning and Engineering Office is always available by email and phone. Each member of the public shall only have one opportunity to speak during the public portion.

Thank you in advance for your patience as we implement this new technology to continue to move the Township forward during this Health Emergency.

Adequate notice of this meeting has been provided as required pursuant to the "Senator Byron M. Baer Open Public Meetings Act," P.L.1975, Chapter 231, specifying the time and date, location, and, to the extent known, the agenda. A copy of this notice has been: posted on the Municipal Building Public Notice Bulletin Board located in the main lobby, provided to the *Home News Tribune* and *Sentinel* newspapers, posted on the Township's website, and filed with the Executive Director of the Redevelopment Agency, in accordance with the law.

3. Discussion

- a. Discussion on setting up sub-committees to market the Redevelopment Agency.

Jim Wendell – Our first item on the agenda is a discussion on setting up a sub committee to work on marketing the Redevelopment Agency.

Mike Hughes – It makes a lot of sense to set up a sub committee. What's the best way to go out and market the Agency so the township knows the work that being conducted by the Agency, how we differentiate the Agency from East Brunswick Township. This is not a political body this is a group of volunteers who have really spearheaded the efforts to revitalize, redevelop Route 18 and how do we go about letting residents know the work that we are doing here in a proactive way. With the role of media everchanging we need to discuss how to get the information to the residents. Is it an exercise in branding or do we need to have a Facebook page. These questions have been raised by all members of the Agency and some members of the general public without a real defined way to answer them. We have the Redevelopment Agency but we also have the Redevelopment Advisory Committee. I think the best way to go about it is to have 1 or 2 people from the Agency and then 1 or 2 from the Redevelopment Advisory Committee and put together a road map or strategy and figure out what our marketing sense should be. I think that would be the best way to do it. I think Irina who has a back ground in marketing and 1 or 2 other folks from the Agency, don't tell me know but email me if you would like to be a part of the committee. From there we will get a few folks from the Advisory Committee and start having meetings within the next 3 weeks.

Jim Wendell – I think there are 2 things I want to get accomplished and 1 is branding the Agency separate from the town. We are at a point where we are coming out of our infancy and we are starting generate funds. We need to brand the Agency and public interaction and being able to put the message out there.

Irina Katsnelson – You want to brand the Agency. We need to get the word out there so that people can get excited about the project. Branding the Agency with its own logo and make it its own entity and we want to brand the Agency in a positive light.

Jim Wendell – We want to get the message out there about these Redevelopment projects and getting the residents behind the project.

Mirah Becker - It's really important when you do a project to do public outreach that's genuine. It would be good to do public meetings and have facetime with the residents. People need to understand where we were and where we are now and give them the opportunity to contribute and address their concerns.

Michael Spadafino – We need to use wording that puts a positive light on Redevelopment and what it actually means. There is a whole lot of misconception out there.

Cindy Furgang – It needs to be explained in a way that people will understand.

Irina Katsnelson - We need to simplify it and have an FAQ.

Ron Gordon – There are 2 separate pending litigations. The 1st of which involves several of the properties along Route 18. I was with the Judge about a week ago and a trial date has been set for August 3rd. The other issue is involves a person who a property after it was declared an area in need of Redevelopment and it looking to make a lot more money then he is entitled to and is using the projects to move forward as leverage to try and get more money then he is entitled to.

Brad Cohen – We all have to look back to how this started. Putting a group together is very important. It's a good idea to put a group together with the Redevelopment Advisory committee. The primary goal is to get people to understand what is going on. This is the time to get out there and be our megaphone. I think we are doing something really exciting.

b. Discussion on Area 1A in the Redevelopment Zone.

Michael Hughes – The future looks good for Area 1. It is directly adjacent to the River and Russo piece They should be in front of the Agency soon. It's an important parcel, it's the gateway to the Redevelopment area. It's the 1st thing people will be seeing when they go down 18 south. We want to make sure it coincides with 2 & 3.

Jim Wendell – We and the Township and the Planning Board have adopted a Redevelopment Plan for that area which give us a little more control as to what occurs there.

Ron Gordon – The purpose for establishing a redevelopment plan it give you what you want to see. These are major that will have an impact on your municipality and you don't rush into them.

4. Reports

- a. Executive Director – Hopefully by the next meeting the one after we will have some major news.
- b. Clerk
- c. Attorney
- d. Planner
- e. Chairman

5. Public Comments

6. Agenda

- A. Approve the May 17, 2021 Redevelopment Agency Meeting minutes.
Motion to approve Amended Minutes by Commissioner Katsnelson, second by Commissioner Spadafino
James Wendell - V

Allison Nagelberg - ✓
Mirah Adah Becker – Absent
Cindy Furgang - ✓
Irina Katsnelson - ✓
Councilman Spadafino - ✓
Debbie Wynter - ✓

- B. Resolution 2021016 – Governing Body Certification of the Annual Audit by the East Brunswick Redevelopment Agency
Motion to approve Resolution by Commissioner Spadafino, second by Commissioner Katsnelson
James Wendell - ✓
Allison Nagelberg - ✓
Mirah Adah Becker – Absent
Cindy Furgang - ✓
Irina Katsnelson - ✓
Councilman Spadafino - ✓
Debbie Wynter - ✓
- C. Approve the Bill List – No Bill List
- D. 2021 Budget Introduction – Will be introduced at an upcoming meeting.

7. For the Good of the Cause

8. Adjournment

Motion to adjourn by Commissioner Spadafino, second by Commissioner Wynter
Voice vote – all in favor, none opposed

9. Adjourned: 8:48pm