



PRINCETON ECONOMIC DEVELOPMENT COMMITTEE

Monthly Meeting Minutes

July 22, 2020

Zoom Meeting * Princeton, NJ 08540

Board Members – Present

Mayor Liz Lempert
Councilwoman Michelle Pirone Lambros
Councilwoman Leticia Fraga
Michael LaPlace, Planner
Kristin Appelget
Jacqueline Fay
Kathy Klockenbrink
Bernie Miller
Lori Rabon
Andrew Siegel
Dina Shaw
Dean Smith
Dorothea von Moltke

Board Members – Absent

Jennifer Carson
Jack Morrison

Staff – Present

Jeffrey Grosser, Assistant Administrator
Deanna Stockton, Municipal Engineer

Minutes submitted by:

Julie Moy, Board Secretary

Councilwoman Lambros called the meeting to order at 12 pm. *“This is to affirm that the regularly scheduled meeting of the Princeton Board of Health have been duly advertised and are being conducted in compliance with all provision of the New Jersey Open Public Meetings Act.”*

Roll Call was completed.

Public Comment/Guest Speaker

Viewing Public: Richard Gittleman, Caroline Cleaves (Arts Council)

Approval of Minutes

Regular Meeting Minutes dated June 26, 2020

The motion to approve the regular meeting minutes dated June 26, 2020 was first moved by Ms. Rabon seconded by Mr. Miller, all in favor by voice vote.

Business Survey

Councilwoman Lambros referenced the Witherspoon survey that was conducted by Deanna Stockton. Ms. Stockton reported that prior to COVID, the Engineering and Planning Departments began community outreach, looking at the Witherspoon corridor, considering capital improvement projects. The projects had already included northbound traffic to allow for outdoor dining. The departments are interested in putting out a survey to the community to include visitor feedback on one way traffic, pick up and short term parking, along with their overall visit to Princeton. A survey was created with 11 questions; Ms. Stockton reviewed the questions for the Committee. The initial survey was to get feedback on how Witherspoon was functioning as a one way and what the positive and negative consequences are. She explained how the survey will be distributed to the local businesses then to the community. Arts Council created signage which will be posted by Public Works. Per Councilwoman Lambros, the survey is for community and visitors feedback only; not businesses. Survey is to get a better sense of where they are parking, how they are getting to and around town, and where they are coming from. The survey will have a QR Code so people can access the survey quickly. Surrounding CBD will be included in survey. Mr. LaPlace suggested we add Princeton University as a major destination since it is a major traffic generator to the area. Survey is based on your recent trip to Princeton. There was discussion on revisions, how to capture response and various suggestions on how to market. Goal is to begin in August. Ms. Klockenbrink stated different groups have reached out to do some volunteer work to support the town; perhaps they can assist by distributing the surveys and asking questions how the town is during COVID times. She suggested they include the question: what s/he would like to see in town. Mr. Smith asked if the survey is only

based on Witherspoon or will it be to cover a broader area; initially will be Witherspoon with general questions in reference to Princeton. Mr. Smith commented that people are coming from out of town due to active atmosphere available. He stated that the availability of curbside pick-up has been essential for the operation of his and the surrounding businesses. People are still ordering online and prefer the curbside pick-up.

Website Revisions

Mr. Grosser reported on revisions to the website and the process each department has to follow to update their page. Ms. Moy, new EDC's recording secretary will take minutes and will upload documentation on EDC's page. Anticipated go live date is early to mid-November. Committees and subcommittees should review information.

Councilwoman Lambros commented that the Municipality will be using Civic Plus as the webmaster; a number of towns are using same. Currently EDC does not have a web page; she discussed items that will be seen on the home page and links to be included. She would like the subcommittee to further discuss details of what should be on page. Ms. Klockenbrink is willing to take the lead on this project, however she will need assistance to compile information; working together will assist in creating information of what the community wants and needs. She would like to connect with webmasters for the PMA, shopping center and university to get ideas. Committee can submit likes/dislikes on websites reviewed so we can agree to what we would like on our website.

Grant Review Committee

Councilwoman Lambros provided a brief update of the Princeton Mercer Regional Chamber Foundation; they are running a resiliency fund, in which a grant review committee has been formed; Mr. Miller is on the committee. Councilwoman Lambros reported that there are approximately 49 applications; we want to make sure all Princeton businesses are aware of the grant. We need work on donations for the grant; no status on donation activities. Original grant started with \$250,000 and a match of \$100,000 from Princeton University. Mr. Miller reported that he had a different number of applications; some applications did not qualify, but will be re-reviewed. There was some discussion on matching contributions from companies; the Foundation is 5013(c), so would qualify. We should remind donors to check with their company. Ms. Shaw asked who and how much has been donated; Councilwoman Lambros was not aware of amounts but has received calls from larger companies looking to contribute. Ms. Klockenbrink asked if next round of funds can be dispersed to meet the business community's needs; i.e. porta potties and marketing. Solicitation to donors follows guidelines; current guidelines have to be reviewed and with any change, the donors would have to be contacted. Per Mayor Lempert, the town is sending out a mailing to all businesses informing them of the grant opportunity. Mr. Smith asked if a time frame for the application process has been set; Mayor Lempert replied that applications are due on the 31st; processing time will be determined on the number of applications received. Per Mr. Smith, the businesses have spent a substantial amount beyond the grant amount and starting to get nervous about future finance costs. Mr. Miller reported that the Grant Review Committee met this morning to discuss the process and review applies to all applications; a new chair was appointed to the committee. At the next meeting, the committee will discuss the rules to distribute the funds.

Arts Council

Caroline Cleaves represented the Arts Council. Communiversity was canceled. The Council is looking for ways to get residents and the community involved; she explained the various events they are proposing. The Council would like the business to participate and/or do something similar to their events. The Council is looking to host an event mid-October to attract the community to the shopping center by displaying art in the vacant store fronts. The University Art Museum's brochure shows an event in October; the Council's proposed events are not the same, and will be reaching out to the art museum to further discuss activities. Per Ms. Appelget, Princeton University is not planning on campus events this fall. The Arts Council has lost their major source of income with their two largest fund raisers canceled; there have been less grants and funds available. Councilwoman Lambros commented that the Arts Council is open to collaborating with businesses to host events. Mr. Siegel commented that if events take place, we need to be sure that we are able to accommodate people participating safely while providing access to the businesses. Mr. Smith hopes that the University is not discouraging public activities; per Ms. Appelget the University is not planning organized events on campus, but are not discouraging people from walking around campus.



Councilwoman Lambros explained that in partnership with the Arts Council, additional signage has been placed in the business areas. Police on bicycle will be patrolling the area and handing out masks for those without. The discussion on public restrooms was addressed. There was been discussion on utilizing the library bathrooms when they re-open. Per Mayor Lempert, the library is in phase 2 of their re-opening and explained how they are handling contactless pick up/drop off; there is staff inside, but the building is not open to the public. At the next meeting Library Board Meeting, they will discuss phase 3 of the library's re-opening. The proposed limited public time will be Monday thru Saturday, 10 am – 1 pm with limited number of people in the building at a time, closed Sunday to the public. The library will consider opening the restrooms to the public after the library is closed. This will mean additional staff cleaning, so it will have to be figured out. Porta potties would be difficult to keep clean. Mr. Grosser stated that if porta potties are in place, hand sanitizer stations be included. For larger events, we can include portable wash stations. Councilwoman Fraga inquired about the locations of the porta potties; Art Council has rest rooms on first floor. The Y has the porta potties with wash stations. Mayor Lempert stated that REC is having problems with maintain the hand sanitizers on the current porta potties; there have been reports that dispensers have been removed. Mr. Miller suggested that we can place porta potties with hand sanitizer stations in the Spring Street garage. They can be monitored by the garage staff. The issue would be to maintain sanitizing and cleaning. Mr. Siegel stated that Hamilton's restrooms are open; they are cleaned and sanitized every two hours. Mr. Grosser explained that the business guidance distributed is still in place. Placing porta potties in town will also cause odor issues. Mr. Smith's business allows use of restrooms to customers, however not a public restroom. The majority of their customers are children. They are taking additional precautions to keep clean. Nassau Inn is not allowing public use of the restroom; discouraging people roaming around in the rooms.

Some of the topics Councilwoman Lambros would like to discuss at the next meeting include: what we need to do for Fall opening and how we can work with the Municipality and businesses to open.

Adjournment

The meeting ended at 1:25 pm.

Respectfully submitted by:

Julie Moy
Recording Secretary