



SOMERS POINT
NEW JERSEY
the shore starts here!

**CITY OF SOMERS POINT
ECONOMIC DEVELOPMENT ADVISORY COMMISSION
Monday, August 28, 2017
6:00 pm
Somers Point Historic Museum**

MEETING MINUTES

PRESENT: Greg Sykora, Chair
Glenn Monroe, Vice Chair
Kirk Gerety, Councilman
Sue Seckinger
Ron Meischker
Pam Chamberlain

ABSENT: Maria Dever
Nichol Hoff
Tay Person
Ron Ralston
Mario Suarez

CALL TO ORDER: The meeting was called to order at 6:10 pm and Pledge of Allegiance was taken.

APPROVAL OF MINUTES: Minutes from July 24 were reviewed.

Motion: Approval of minutes from previous meeting.
Motion by: Sue Seckinger
Seconded by: Glenn Monroe
Motion carried.

Budget – Glenn presented overview of budget which was provided by Wes. As of 8/1/17 there was \$32,000 remaining from \$50,000 annual budget. Kirk will inquire about the surplus from 2016 being applied. Greg requested that Glenn thank Wes for the report and ask that this be received quarterly.

Somers Point Mansion / Info Center – Greg met with representative from Cub Scouts & Boy Scouts. The Cub Scouts have agreed to build kiosks to house brochures, etc. They will be placed in parking lot near grassy area to ensure best visibility from roadways.

New Business Signs / Clings – Packet containing letter, cling and magnet will be mailed out to all businesses on the mercantile list in September. Somers Point Business Association will pay for paper and envelopes. Greg will make color copies of letter. Jason will handle postage. Donna has labels. Any leftover packets will be left with City Clerk for new businesses.

Magnets – We are currently are out of magnets. 5,000 magnets can be ordered for \$2,600 which is a much lower price than the previous order.

Motion: Motion was made authorizing the expenditure of \$2,600 for 5,000 magnets.
Motion by: Ron Meischker
Second by: Glenn Monroe
Motion carried.

Facebook Promotions – No update.

Point to Point Bike Race – no update.

Recreational Clamming Blue Law – Ron M. spoke before Council but no decision was made. It was requested that Kirk Gerety follow up.

City Signs – Greg spoke with Greg Schneider and confirmed that the City does own the property identified as location for the digital sign. Based on this DOT consent will not be required. Greg will request that Franklin bring the digital sign up to Council as a capital project.

Public Works will be installing clips under the Route 9 sign so that temporary signs can be hung underneath. This sign is also being moved closer to the southbound Parkway exit to increase visibility. Sue received a quote for five (5) 1’x7’x1/2 signs. Each will have an event name and the month printed. Date will be changeable. Each sign will cost \$175 if one sided and \$225 if two sided.

Website RFP – Susan Adelizzi-Schmidt from Suasion updated the group on the status of this project.

1. Existing City Website -

It was determined during a conference call with Wes, Jason that the existing website could be “reskinned”, but that control over content would remain with Wes and Jason. There is currently no image library so Suasion would need to build one. Susan advised that John Loreaux would be willing to give access to some of his existing images and shoot some additional photos.

2. New EDAC “tourism” Website –

New site can be built simultaneously with above. Several options linking new site were discussed. Susan also walked the group through a project estimate, implementation schedule and additional items which would make the website more functional and productive. Ron M suggested that Constant Contact be utilized to automate the data capture process. He also suggested that the annual \$200 hosting fee be added to the City Public Relations budget. This would ensure that both sites use the same hosting service.

Total cost would be \$11,900 (see attached e-mail summary). \$2,000 allocation for updates would not be incurred until 2018.

Motion: Motion made to authorize expenditure of \$11,900 to Suasion for update of City website and development of new EDAC website.
Motion by: Ron Meischker
Second by: Sue Seckinger
Motion carried.

Transient Marina Update – DEP changed who was assigned to this project and as a result some changes were requested to specs. The dock portion of the project has been removed at this time. Bids will be going out after Labor Day and it is expected that dredging will begin in October or November.

Historical Society / Car Show Request – \$2,500 was awarded at last meeting to cover radio and print advertising costs. Kirk Gerety came to complete interview portion of approval process and answer any questions.

Somers Point Restaurant Association Request - \$1,000 was awarded at last meeting to be used for print advertising of Restaurant Week. Patty Hirst attended to complete interview portion of approval process and answer any questions. Patty advised that this will be the 8th Annual Somers Point Restaurant Week. There will be a kickoff event on October 29 and Restaurant Week will be November 3 – 12. Proceeds from the kickoff event will benefit the food bank. 14 restaurants have confirmed participation.

Funding Application – Funding application was received from one local organization:

Patcong Creek Foundtion Inc.: Requesting \$1,000 towards cost of t-shirts for Assault on Patcong Creek Crabbing Tournament participants.

Motion: Approval of up to \$1,000 in funding to be used towards t-shirt purchase.
Motion by: Greg Sykora
Second by: Glenn Monroe
Motion carried.

NEW BUSINESS:

Regional Luncheon – Greg suggested that a luncheon be held for Mayors and Administrators from Somers Point, Northfield and Linwood. This would be a forum to encourage mutual cooperation and facilitate sharing of resources. It was agreed by the group that we should proceed with this idea.

ADJOURNMENT: Meeting was adjourned at 7:45 pm

NEXT MEETING: Monday, September 23, 2017 at 6:00 pm

From: SUSAN ADELIZZI-SCHMIDT <sschmidt@suasionmarketing.com>
Date: Tuesday, August 29, 2017 at 6:05 PM
To: Greg Sykora <greg.s@ercoonline.com>
Subject: Suasion Website Summary

Hi Greg,

Thank you for the invitation to present at the Somers Point EDC meeting yesterday.

As you requested, the following is a recap of the website work discussed at the meeting:

Project #1

Website Cosmetic Redesign: somerspointgov.org
\$3,500

Project #2

New EDAC WordPress Website Redesign

Base Price: \$4,850

Options:

Databasing Contact Form: \$150

Scrolling News Bar: \$150

Event Calendar: \$250

Photo Gallery: \$450

Business Directory: \$450

Site Population: \$750

Total for projects 1 & 2: \$10,550

Other items discussed:

Constant Contact (annual): \$500

Website Hosting (annual): \$200

John Loreaux Photography: \$650

Website Update Allocation (annual): \$2,000

Total: \$3,350

Total for all projects listed: \$13,900

Please let me know how you would like to proceed.

Thank you!

—

Kind regards,

SUSAN ADELIZZI-SCHMIDT

President

235 Shore Road, Suite B, Somers Point, NJ 08244

☎ 609-653-0400 x103 | ☎ 609-653-6483

suasion
communications • group

Suasion Communications Group

Brand Strategy | Public Relations | Digital Marketing | Creative Design

suasionmarketing.com

Join us on [Facebook](#) | [Twitter](#) | [Instagram](#) | [LinkedIn](#)