



**CAPITAL CITY REDEVELOPMENT CORPORATION  
BOARD OF DIRECTORS MEETING**

**NJEDA OFFICES  
36 WEST STATE STREET  
BOARD ROOM**

December 7, 2016 @ 10 AM

**MINUTES**

***Members of the Board Present:***

Peter Inverso, Chair  
Gwendolyn Harris, Vice Chair  
Robert Tighue, Secretary/Treasurer  
Andrew Swords  
Mayor Jackson  
Robert Prunetti  
Christopher Brashier

***Members of the Board Not Present:***

Richard Sims

***Staff Members Present:***

Maureen Hassett, EDA  
Paul Ceppi, EDA  
Christina Fuentes, Assistant Secretary, CCRC; EDA  
Patience Purdy, Assistant Secretary, CCRC; EDA  
Muneerah Sanders, EDA

***Others Present:***

George Loeser, Counsel  
Tom Solecki, Treasury  
Diana Rodgers, City of Trenton  
Jeffrey Wilkerson, City of Trenton  
Tom Gilmour, Trenton Downtown Association

### Call to Order:

Chairman Inverso called the meeting to order at 10 a.m. with a quorum of the Board present. Mr. Tighue read the Open Public Meetings announcement and performed the roll call of the Board.

### Meeting Minutes:

The Board was presented with minutes from the Board of Directors' September 21, 2016 meeting. **A motion to approve the September 21, 2016 minutes was made by Mr. Brashier and seconded by Dr. Harris, and approved by the Board in a vote of 8-0-0.**

Because a quorum was not met Chairman Inverso requested that the financial report be presented. Mr. Tighue abstained because he was not present for the meeting.

### Financial Report

Jeffrey Koval from the Department of Treasury's Division of Administration stated that the CCRC's insurance premium was paid and that they hope to pay for two years of auditing. He stated that Treasury had received responses to the RFP, so the process was underway.

### Update on Trenton 250:

#### City of Trenton

Jeffrey Wilkerson, Division of Planning provided an update on the Trenton 250 plan. The plan lays out the city's comprehensive long-range master plan. He stated that there are 4 – 5 priority goals and that each goal will have a set of initiatives. Each initiative will have a set of actions. Each action will have details established, and finally, a statement by the Cabinet will indicate an agreement to incorporate the priority goals and initiatives into daily operations.

Mr. Wilkerson said the plan will be released for comments within 30 days, after which he hopes to forward it to the city planning board for adoption. Once the plan is adopted, it will be available on the website with along with planning information.

Mr. Prunetti entered the meeting at this time.

Ms. Caruso asked what kinds of plans will be improved. Mr. Wilkerson stated that what directors specifically request will be identified once the plan is adopted. The plan is supposed to look at the next five years.

Chairman Inverso asked if what's in the five-year plan is included in the capital budget. Mr. Wilkerson replied that the five-year plan informs the budget.

Ms. Rogers added that the master plan is community driven. The Mayor will decide on 4 – 5 priorities, focused on what comes from the initiatives, and action cards, but, specific details are not ready yet.

Chairman Inverso asked if the Capital plan will include not only city, but also state and financial partners.

Ms. Hassett stated that with state agencies around the table, there is an opportunity for the CCRC to review the Capital Plan.

Dr. Harris said that partnerships are very important, and if there's any role the CCRC we can play, it would be good. Mayor Jackson said it made sense and the CCRC was certainly welcome to participate.

Ms. Rogers said the Plan was developed thru Isles. She said the city will adopt the plan, but is still looking and reviewing. Will send out after meeting. You can review in detail.

Isles worked on plan for 4 – 5 months. For the improvement phase of plan, they received great deal of feedback. For the Capital plan, we looked to steering and created an action committee consisting of members of business and the creative community.

We'll work with Jeff Wilkerson and his staff to include plan as part of Trenton 250.

Mr. Prunetti stated that his greatest concern was that the planning would take so long and that he hopes the CCRC can take advantage of opportunities that arise.

Ms. Rogers agreed and stated the plan itself is the details. Mayor Jackson said we're certainly a proponent. Work will then to be in parallel with the plan, but we won't stop any piece before the adoption stop the advancement of business, stop, or inhibit progress.

Vice Chair Harris asked how ready the CCRC would be if hypothetically, money was available. Ms. Rogers said that her department is going thru the process right now of identifying parcels that will be ready with the opportunity arises, including RB2 which has been vacant for almost 20 years and the Enterprise Avenue parcel.

Ms. Rogers said one of the projects in addition to the Creative Arts is the Broad Street vision plan. There was a meeting with Greater Trenton to look at Broad Street including the Arena and Mercer County Community College. Some of the goals are cleaning up, tree lining, trash receptacles, and façade improvement. Greater Trenton, Trenton Downtown Association and DOT looked at how improve the utilization of our resources.

Ms. Hassett asked Ms. Rogers to summarize the need for capital and streetscape. Ms. Rogers said we can make it available with the plan.

Mr. Prunetti asked if anyone had spoken to the Lt. Governor. Ms. Hassett stated that while not on behalf of the CCRC directly, the EDA met with the Governor's policy staff and they are aware, but there is no commitment.

### Trenton Downtown Association Update:

Tom Gilmour, Executive Director advised the board on some items he's been working on, including:

- Creating downtown Trenton nightlife
- Creating perks in the City, so folks are not afraid to come
- Business Recruitment and Retention
- Working with the Greater Trenton to reactivate the War Memorial
- Patriot's week (TDA is the marketer)
- Collaborating with Washington's Crossing and Battle of Trenton

Mr. Gilmour directed the board to [www.trentonmakesmusic.org](http://www.trentonmakesmusic.org) which highlights Trenton's history and contributions to music. He noted that music was the catalyst which helped to revitalize Asbury Park.

He stated that the TDA opened a pop up market at 141 East State Street which involved lots of retailers. This summer TDA managed the Levitt AMP Trenton music concerts series which were held behind the State House.

They raised money for a mulching grant.

The TDA worked with Smith Group, who got their start in Asbury Park. The Smith Group invested in Burlington and opened a Brick Wall restaurant.

Greater Trenton and the TDA are working closely together.

Mr. Prunetti offered the Chamber of Commerce's assistance to TDA regarding Patriot's week.

Ms. Hassett said it would be good to cross promote events. For example, the Ellarslie museum was having something the same night as the Mill Hill house tour.

Mr. Prunetti stated that Trenton has a perception problem and suggested the use of social media, i.e. Facebook, or Instagram to deliver a positive message to people who wouldn't normally receive it.

Mayor Jackson noted that for every Italian restaurant that has left the city a Latino restaurant has taken its place, and it's a matter of getting the message out or rebranding the Trenton restaurants. Chairman Inverso suggested perhaps the city could do restaurant reviews.

Mr. Swords stated that he attended the Art All Night event which had good energy, and lots of food. He suggested the use of social media to connect with and update the TDA and Hidden Trenton websites.

Ms. Rogers stated that she's working with a group which addresses the topic. They're working on a 30 – 30 strategy, and meeting every 30 days. We'll have the first Trenton

Makers day in January 2017. We want to encourage young people to get into the mindset of manufacturing and engineering.

Chairman Inverso requested that Ms. Rogers provide information on restaurants to Muneerah Sanders to provide to the board.

Mr. Solecki suggested sending a calendar of events to State employees advising them about what's going on after work and on the weekends.

#### Staff (EDA) Update

Ms. Hassett said that \$1,000,000 has been committed for a pilot program for small businesses located in the Garden State Growth Zones cities. This pilot would be modeled after a program in Camden also known as the 5-4-3-2-1 that offered business façade/interior improvements and lease buy down incentives. The focus would be on first floor retail space in each city. Each city will designate the specified area of need and help market the program. This will be presented to EDA's January Board meeting for approval.

Ms. Hassett stated that CCRC money would not be utilized, but the EDA would provide grants. She noted that although the EDA typically does not grant money, this is a great opportunity to dovetail on the CCRC. She added that the program would be led by the City and administered by the EDA. The program would utilize funds from parking lots in Camden, and we'll look to the TDA and Greater Trenton to provide marketing for the program.

Ms. Hassett stated the EDA will issue bonds for the State House renovations and that DPMC will be behind it.

Mr. Prunetti asked why the EDA was working with Treasury on a new Taxation building when there was one already there. Ms. Hassett stated the EDA is building on behalf of the client, Treasury, which is looking at the project financially. Chairman Inverso said that the money to renovate the existing building is cost prohibitive, however; they should let developers know that about the project.

There was discussion around have the new Taxation building being possibly zoned as mixed use with retail, parking, and commercial office space making it valuable and attractive.

Chairman Inverso asked Ms. Hassett if she could memorialize in a memo and attach to the minutes

Ms. Hassett stated that the EDA and Greater Trenton will be hosting a joint internship for a Rutgers student in the spring.

Chairman Inverso asked if the board should update the Capital Plan. Ms. Hassett stated she was challenged to find a reason it would be updated. Mr. Prunetti recommended focusing on action items. Dr. Harris stated that she agreed with Mr. Prunetti, the general

recommendations have been made, but not all implemented and added that it would be review every five years or so and take assessment of where we are.

Ms. Hassett stated that as Trenton 250 is adopted, the board should review it against the CCRC mission, and with partners regarding what the budgetary impacts are, and how to vet projects for award for CCRC participation.

Chairman Inverso asked if the board to approve should send a letter to the Lt. Governor regarding the Capital Plan since she's responsible as Lt. Governor and Secretary of State. A motion to approve sending a letter to the Lt. Governor was made by Mr. Prunetti and seconded by Mr. Brashier, and approved by the Board in a vote of 8-0-0.

### **Old Business**

There was no old business.

### **Public Comment:**

There was no public comment


**There being no further business a motion to adjourn the meeting was approved by a unanimous vote.**

### **Next Meeting Date:**

The next meeting date for the Capital City Redevelopment Corporation is tentatively scheduled for Wednesday, February 15, 2017, at 10am. The meeting location will be 36 West State Street, Trenton, NJ 08625.

### **Certification:**

The foregoing and attachments represent a true and complete summary of the actions taken by the Capital City Redevelopment Corporation Board of Directors at its meeting on December 7, 2016.

  
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Robert Tighue, Secretary/Treasurer