

**LAKWOOD DEVELOPMENT CORPORATION  
MEETING MINUTES  
JUNE 6, 2006**

**CALL TO ORDER** – Rabbi Moshe Weisberg, 4:36 pm

**ANNOUNCEMENT OF MEETING COMPLIANCE WITH THE SUNSHINE LAW.**

Adequate notice of this meeting has been provided in accordance with the provisions of the Open Public Meetings Act, PL 1975, C 231, by notice published in both the Ocean County Observer and the Tri Town News, and by posting of same in the office of the Municipal Clerk, the office of the Lakewood Development Corporation, and upon the public bulletin board of the Lakewood Municipal Building.

**ROLL CALL:**

Present: Bertram Albert, Lynn Celli, Charles Cunliffe, Michael D’Elia, Mitch Dolobowsky, Stanley Federowicz, Ada Gonzalez, Adam Lieberman (departed 5:55pm), Abraham Muller, James Waters, Rabbi Weisberg and James Savage

Absent: Robert Mohel, Sen. R. Singer and alternate F. Edwards

Also Present: Russell K. Corby, Executive Director, Office Staff: Douglas Doyle, Anita Doyle and Joan Wilkes; Kevin Starkey of Starkey, Kelly, Bauer & Kenneally, Corporate Development Counsel.

**MOTION – L. CELLI/A. GONZALESTO APPROVE THE MINUTES FROM THE MAY MEETING.**

Minutes did not indicate C. Cunliffe as absent (minutes to be corrected) he abstained from vote All others in favor  
Motion carried

**OLD BUSINESS**

**Motion** –C. Cunliffe/M. DolobowskyTo enter into Executive Session

Ada Gonzalez requested the board permit the ESL presentation first so that the students in attendance would not have to miss their classes.Motion formally withdrawn to enter Executive Session by M. Dolobowsky

Ada Gonzalez wanted to provide the members with an overview of the ESL program. She informed the members that 7 Polish speaking students have enrolled in ESL classes after attending OCC. This was because OCC does not teach the basics such as days of the week, numbers or the alphabet which most of the students need. These students paid \$600.00 to attend and didn’t get anything out of the course because they did not have a command of the language. Employers are requesting that specific terminology be taught to the students so that they can advance. Invitations were extended to the

members to attend the ESL graduation which is being sponsored by The Kokes Organization and Pine belt Chevrolets. Students addressed the board on the benefits of the program. Alicia Ortiz works in the Industrial Park and has received a raise since starting the ESL class, Juliana Quitero can now help her daughter with homework, she is now able to read and write in English, Maida Varzes is now able to function in daily life, help with school work, grocery shop and make schedule appointments for herself, something she could not do prior to attending ESL. All the students expressed their gratitude and support for the continuance of the program. Albert Brown informed the members that he has been teaching the Advanced English class in the program for three years, and stated that this is the only program offering this level of English and it is particularly important because they serve individuals who were productive professionals in their own countries and because they lack a level of English sufficient for them to work in their chosen field. The Chairman thanking Mr. Brown stated how much time the teachers dedicate to the students they give up weekends to help the students and do so as a labor of love. The Chairman wanted to publicly express the Board's gratitude to the teachers for all their hard work.

## **CORPORATE COUNSEL REPORT:**

**Motion to move into executive session** C. Cunliffe/J. Waters (time: 4:54pm)

**Motion to open meeting** C. Cunliffe/M. Dolobowsky (time 5:45pm)

## **NEW BUSINESS**

## **DIRECTORS REPORT:**

## **PRESENTATIONS:**

The Executive Director reminded all members that they were supplied with a summary report of the Roadway Survey informing them that the actual report is very lengthy (each member was given copy of the full report at the meeting). The report suggested the priority nature of the roads, they have been ranked and core samples have been taken of all the streets in the park. Pointing to a map display outlining the streets that were defined as priority roads– Oberlin, Swarthmore and Towbin Avenue, the Director stated these are highly trafficked, truck traffic areas, that serve the business throughout the park, there are approximately 10 to 11 thousand people commuting to the industrial park a day. The purpose of the project is to really think about the future, if the roads keep deteriorating, we will be having discussions about business retention and businesses wanting to move out. Repairing and upgrading the roads will obviously give us the opportunity to ask businesses to move in they will have something physical that they can see. The Director reminded the members that the board began in January and February talking about shifting the focus of the UEZ into Capitol Projects and expressed that he believe that this is one worthy of their consideration. Further stating this is a substantial Capitol Improvement Program that will cost up to \$4.5 million dollar to get the roads in

shape that could be done over a number of years, with the available funds and receipts from the UEZ and this is a project eligible matter. This project would be phase 1 (roads most in need of repair and resurfacing), Phase II would be a larger and probably more expensive, but that will come back before the board and those areas will be identified. Mr. Waters inquired if there was an option as to the type surface that could be put down and he would like to know the life expectancy of the surface being put down. The Director replied that there are Department of Transportation standards that have to be met which comes under the inspection process, the projects will be publicly bid, but to give a general answer, personally having done roads projects, 15 – 20 years is the life expectancy.

The Director introduced Dave Owen, President, of Owen Little & Associates who was in attendance, to give a presentation on the Entranceway Improvements. Mr. Owen stated that at this point in time they wanted to show what they had in mind and get the input from the board members. Referring them to the packets provided, asked them to look at the signage locations sheet which identifies what they felt are prominent intersections. Mr. Owens started the presentation showing the members a picture of the existing sign and the proposed new signs. Joined by Mr. Owen was Ray Dunn, his associate, the landscaping architecture directly involved. Mr. Dunn addressed the board providing detail of signs and locations, stating there are two major/center entrance ways and secondary entrances i.e. Oak Street coming in off New Hampshire. The main goal was to establish a tie visually between the primary and secondary entrances so that even though they are on a different scale, a person would realize they are in the same area. Complete description was given to the members on each type of sign. Adam Lieberman left meeting 5:55pm. Question was raised by Mr. Albert on preventing signs from being damaged to which Mr. Dunn explained that the signs would be set further back away from the road, the current signs are currently too close and some are within the sight triangle and should not be there. Mr. Waters wanted to make a suggestion that Lakewood Business Center West or Lakewood Business Center East would be more relevant than The Business Center @ Lakewood East/West. The Chairman wanted to get a consensus and asked the board if Mr. Water's suggestion that the name Lakewood Business Center sits well with them. Hearing no objections, directed Mr. Owen and Mr. Dunn to use the name suggested.

Ms. Celli expressed her concern on the cost and inquired as to possibly using different materials, etc. Mr. Dunn informed the board that this is based on their suggestion on locations and type of signs, the board may decide to go with secondary signs where they have suggested primary signs and it would be less. Discussion followed on the signs listing names of roads, total number of signs, etc. with Mr. Owen informing the members that this presentation is merely to get a feel of what the board is looking for and if they were on the right track, this is just a beginning. The Executive Director thanked Mr. Owen and Mr. Dunn and informed the board that this is not a matter we are acting on today, it is a presentation. Mr. Cunliffe asked if this has been discussed with the Township Committee and the Lakewood Industrial Committee so that all are in agreement to promote the same name and a final decision has been made. The Director responded no final decision has been made. The Director moved onto the next presentation/report due today which was the Access Roadway, stating it is a very thick report dealing extensively with environmental issues with respect to the Airport Hazard Zone and

informed the members that we are not going to act on this today. The members were provided with the full report today so they have a chance to review and look over the report to discuss that at the next meeting. Mr. Albert asked the Director if the cost of the design for the signs incorporated in another grant that we are going to do, or is the sign design a separate item. The Director responded that if we were to move ahead, stating that we are not in a position to do that yet, to have this funded through the UEZ those design costs will be included or reimbursed. We do not have a final cost, we are just looking at concepts.

The Director moved on to review the resolutions on the Agenda:

**Resolution 06-06-1** – amending administration budget resolution per request of the Authority to reference fiscal year 2007.

**Resolution 06-06-2** – Personnel resolution requesting extension of leave of absence

**Resolution 06-06-3** – a micro loan was paid off need to close out account and transfer to Loan Pool account, this is simply an accounting matter.

Mr. Cunliffe referring to **Resolution 06-06-06** questioned Towbin Avenue, stating that it was a service road to the Ocean County Recycling Center and the County closed the entrance from the New Hampshire probably for safety issues and wondered if we could talk to the County about a collaborative effort and if it were possible to put Towbin Avenue on the back burner and do the curve on Airport Road to Energy Way, which is used much more. The Director stated that if we begin the process with this group of roads, we can probably have the other group of roads in the pipeline by the fall. Towbin Avenue is still listed as a municipal road, but there is language in the project proposal that says UEZ funds may be supplemented. Mr. Cunliffe responded that he understands, but the point that he is trying to get through is that the little stub of a road has one primary use; for the recycling trucks to get into the recycling area. Let the municipality and County do that road. Discussion followed ending with decision to file an amendment to the project to include Airport Road.

The Director moved on the **resolution 06-06-4** stating we are required in our Admin. Budget this year to provide a lease agreement to the UEZ. Further informing the members the Admin Budget was approved on May 24th, conditioned upon this lease agreement and the correction of the original resolution. The Director also informed the members that the annual LDC audit is being conducted June 14 through June 23, 2006.

## **COMMITTEE REPORTS:**

The Chairman reminded all as mentioned in the presentation today, the graduation for the ESL is tomorrow and all the members are invited and thanked congratulated Ada for all the work she has done and asked her to convert to the graduates the fact that this board is extremely proud of them. The Chairman informed all that we were skipping ahead to the resolutions and then have the comment period.

**MOTION – A. MULLER/J. SAVAGETO ACCEPT RESOLUTIONS ON THE CONSENT AGENDA:**

**RESOLUTION 06-06-1** – Amending Resolution 06-04-5 (changing fiscal year to “2007”).

**RESOLUTION 06-06-2** – Authorizing Extended Leave of Absence.

**RESOLUTION 06-06-3** – Authorizing close out of micro loan and transfer of funds to FAP Loan Pool account.

**RESOLUTION 06-06-4** – Authorizing Executive Director to execute Lease Agreement with Township for rent of Office and Conference Room Space.

**RESOLUTION 06-06-5** – Authorizing submission of resolution of opposition to NJ State Treasurer and Governor Corzine.

Roll vote taken

Abstention by M. D’Elia on Resolution 06-06-2

All in Favor

Motion carried.

Motion – C.Cunliffe/M.Dolobowsky

Roll vote taken

All in Favor

Motion carried

**PUBLIC COMMENTS:**

Larry Simon, a Lakewood resident wanted to raise a few questions: His first question was who is presently paying for the daily operation of the Job Link Bus since the nearly \$600,000 budget for Job Link has been put on hold since early this year. He presumes that it is the LDC making the payments and waiting for reimbursement, according to the Asbury Park Press article dated May 5, 2006 quotes Russell Corby saying in this week's meeting that within a week or two we should find out whether we will be reimbursed. How long will we have to wait for an answer regarding reimbursement it appears to him that the time has come for the LDC to put a stop to its funding of this operation?

The Chairman stated that although Mr. Simon stated he wanted to ask all his questions first but he wanted to address this matter and informed him that we have actually received reimbursement from the State already.

Mr. Simon inquired as to how much money was received and was informed the check was for \$92,810.37 dated June 1, 2006 of that amount \$83,000 was for the Bus.

Mr. Simon moved on to his second question regarding Seagull Square Mall and why the Marquee still lists businesses that are no longer located in the plaza. This false and misleading advertisement can create a negative perception of the LDC UEZ and Lakewood Township.

Mr. Simon was informed that this is not an LDC matter and Mr. Cunliffe suggested that would be a good question to be raised at the Township Committee meeting. Mr. Simon again referring to Seagull Square asked his final question why are the windows at the former Stop and Shop whited-out? Is this in preparation for future usage as a private school?

Mr. Simon was informed that this is not an LDC matter and Mr. Cunliffe again suggested that question be asked at Thursday's meeting. Pat DeFilippis of 314 5th Street, Lakewood asked the board why is the township doing a study of privately owned property.

The Executive Director responded that a redevelopment or revitalization study is standard procedure. It is public information and there will be a public report at which time the planning board or the Development Corporation can choose its options. Further stating that normally in a redevelopment or revitalization study you are in fact studying the businesses and residential areas in need of revitalization. Mr. Cunliffe wanting to respond to Ms. DeFilippis informed her that unrelated to this board, he was sure that the Township Committee has done redevelopment studies for redevelopment zones in town where not all the land was wholly owned by the township, but the whole scope of it is okay, we have a geographic area what would be the best use or what can we do to improve, what can we do to make it not as blighted, or what can we do to have a higher and better use.

Ms. DeFilippis stated that there was an article in the paper that this use of land got a 1.9 million dollar grant to help make it a health station.

The Chairman stated in previous studies it has been identified time and time again that the entranceways "Gateways" to the city presents an image to the person coming here as to what the town is all about. The three areas were identified as the Northern Gateway which is coming south down route 9 and the Jamesway site is a part of that but it goes much further than the Jamesway site it is the entire area from the Howell border going all the way down to Kennedy Blvd. The second area is Route 9 south going to Route 70 and the third area is Main Street starting on Route 9 to the old Fargo station (towards brick). The Lakewood Development Corporation is looking into options in terms of how to upgrade in general, looking at the studies and options on what can be done to upgrade the image and the look coming into Lakewood. The purpose of these studies is simply that – it is the public perception of doing business in Lakewood as was pointed out many times, referencing Howell, and Brick, they have attracted the Lowes, the Circuit Cities, the Targets, the Walmarts and for some reason they are skipping Lakewood. Whatever the reasons may be and some of it might be involved with the demographics, but Lakewood sticks out as a place where people don't want to locate their businesses. Being part of an enterprise zone, the mission of the Urban Enterprise Zone and the Lakewood Development Corporation is part of that, is to upgrade the aesthetics the look of the entire township that would be an attractive place for businesses to locate. The focus of all these activities, the same thing with the roadways in the industrial park, the signage and everything we discussed today is basically what we can do as a public body to enhance the image of Lakewood to make it a place that will attract retailers, attract businesses, and retain businesses that are already located in Lakewood and not having them look into other places.

Ms. DeFilippis asked if it was not the responsibility of the owners to maintain it?

Mr. Cunliffe wanted to amplify one of the comments made by the Chairman, regarding the South Gateway on Route 9 stating that one of the first things you see at that traffic light is the horrible Hagarman trap, the township does not own all of that land and yes it would be ideal to have the owner clean it up but that has been in litigation and in court and we still have that eyesore. The Township is spending public money on the Brownsfield study because we want to remove that eyesore, he personally feels that is why we have a problem getting people to come to Seagull Square. We have to take eyesores off of Route 9 we need better curb appeal and put our best foot forward if we want to attract businesses.

Again Ms. DeFilippis stated she didn't understand why they had to spend all that money when it is already designated a health station.

Mr. Cunliffe stated he understands what she is saying but it is something we feel (whether it's the LDC or the township) we have a need to improve the look of those areas, regardless if we own it or someone else at the moment owns it, it is still blight on the gateway, one of the first things you see entering Lakewood and we have to improve it.

**TRUSTEES COMMENTS:**

Lynn Celli stated that she personally believes Jamesway should be improved, she is not sure that we should foot the whole bill, I think that we do need pride of ownership if people have the money to buy property they should be held accountable for it. Help is there if people are willing to show that they are willing to work with us, she personally does not believe that you should reward the child who has been misbehaving with free money. Once you give the free money there is no guarantee they're going to keep up the property. Emphasizing that she is all for improving Lakewood, she has lived her for 15 years and believes in Lakewood, but to do it we all have to come together and think about everybody's options and desires.

**CHAIRMAN'S COMMENTS:**

None

**MOTION TO ADJOURN:**

C. Cunliffe/M. D'Elia All in favor  
Motion carried. 6:40 pm