

**Regional Center Partnership of Somerset County  
Revised and Adopted  
Thursday, March 29, 2018 Meeting Minutes**

*Note: a mechanical issue with the recorder interfered with the recording of the meeting.*

**Name/Organization**

**Voting Members**

Troy Fischer, Chair, Regional Center Partnership (RCP)  
Jason Dameo, Vice-Chair, RCP  
Victoria Allen, RWJBarnabas Health  
Anthony Tufaro, Ethicon Somerville  
Daniel Hayes, Mayor, Bridgewater  
Scarlett Doyle, Bridgewater Planner  
Chuck McMullin, Mayor, Raritan Borough  
Ellen Brain, Mayor Somerville  
Dennis Sullivan, Somerville Borough Council  
Richard St. Pierre, Somerville  
Patrick Scaglione, Somerset County (SC) Board of Chosen Freeholders  
Walter Lane, SC Planning Division  
Ray Brown, SC Park Commission  
Cindie Sullivan, SC Park Commission (Alternate)  
Michael Kerwin, SC Business Partnership

**Non-voting County Support Staff**

James Ruggieri, SC Planning Division

**Non-Voting Guests**

Rich Reitman, The Reitman Group

The meeting commenced at 5:00 PM

**Business Items**

**Call to Order**

RCP Chair Troy Fischer called the meeting together.

**Attendance Roll Call**

Principal Planner James Ruggieri read through the roll call and noted for the record the voting members that were in attendance.

**Chair's Remarks**

Chair Fischer thanked everyone for making the effort to attend tonight's meeting given that the March 21 meeting had to be rescheduled due to inclement weather. Chair Fischer welcomed Somerville Mayor Ellen Brain, noting that Mayor Brain serves on the Somerville Zoning Board and is an adjunct English professor at Raritan Valley Community College having previously retired from working for AT&T and the North Plainfield school system.

## **Resolution Honoring Somerset County Park Commission Secretary/Director Ray Brown**

Chair Fischer presented a resolution honoring Somerset County Park Commission Secretary/Director Ray Brown for his unwavering support and contribution to the Regional Center Partnership since before 1996. Chair Fischer noted Mr. Brown served on the Regional Center Advisory Committee leading to the State Planning Commission designation of the Somerset Regional Center as the first multi-jurisdictional regional center in the state. Chair Fischer further noted that Mr. Brown has continuously provided vital support, insight and leadership to make the Somerset County Regional Center a model for other communities and regions in the state of New Jersey and to help make the Regional Center and Somerset County a vibrant and desirable place to live, work, shop and play. Chair Fischer highlighted some of the major initiatives and projects undertaken during Mr. Brown's tenure including the 2009 Regional Center Bicycle, Pedestrian & Greenways Systems Connection Plan; the 2015 Regional Center Visioning Session; the award-winning Frank "Nap" Torpey Athletic Complex; and the Raritan River Greenway. Chair Fischer concluded his remarks by noting that the Regional Center Partnership expresses tremendous appreciation for Mr. Brown's exemplary leadership and to wish him all the best in his retirement.

Chair Fischer then asked for a motion to approve the resolution honoring Ray Brown. Bridgewater Mayor Dan Hayes moved and Vice-Chair Jason Dameo seconded the motion.

A voice vote was taken resulting in the following voting record:

<b>Ayes:</b>	14
<b>Nays:</b>	0
<b>Abstentions:</b>	0

The motion was approved.

Chair Fischer then presented Mr. Brown with a Certificate of Appreciation. Mr. Brown thanked everyone for the kind remarks, noting that he has worked for Somerset County and the Somerset County Park Commission for 25 years and is grateful for the opportunity to contribute towards the many fine projects and to have been a part of the establishment of the Regional Center Partnership. Mr. Brown added that he is grateful there is a Regional Center and has enjoyed working with everyone. Everyone expressed appreciation to Mr. Brown with a round of applause.

## **Adoption of Meeting Minutes**

Chair Fischer asked if there were any corrections to the meeting minutes; there being none, Chair Fischer asked for a motion to approve the January 17, 2018 meeting minutes. Somerset County Planning Director Walter Lane moved and Vice-Chair Dameo seconded the motion.

A voice vote was taken resulting in the following voting record:

<b>Ayes:</b>	14
<b>Nays:</b>	0
<b>Abstentions:</b>	0

The motion to approve the minutes was approved.

## **Treasurer's Report for March 29, 2018**

Mr. Ruggieri gave the Treasurer's Report for March 29, 2018. There being no questions, Chair Fischer asked if there was a motion to approve the Treasurer's Report. Mr. Lane moved and Raritan Mayor Chuck McMullin seconded the motion.

A roll call vote was taken resulting in the following voting record:

**Ayes:** Troy Fischer, Jason Dameo, Dan Hayes, Scarlett Doyle, Chuck McMullin, Ellen Brain, Dennis Sullivan, Rick St. Pierre, Patrick Scaglione, Walter Lane, Ray Brown, Mike Kerwin, Vicky Allen, and Tony Tufaro.

**Nays:** none

**Abstentions:** none

The motion was approved.

### **Public Comment Period**

There were no public comments concerning the Action items on the agenda.

### **Action Items**

#### **Awarding of 24 Month Competitive Contract for Principal Marketing Services**

(Marketing consultant Rich Reitman removed himself from the meeting before any discussion commenced on the Principal Marketing Services item of the agenda.)

Mr. Ruggieri noted that on January 30 the Request For Proposals to perform principal marketing services was released for a Not to Exceed amount of \$18,000 per year. Mr. Ruggieri summarized the nine Scope of Work tasks. The 24-month RFP was based on the County's template used for soliciting proposals through the competitive contracting process. The RFP was advertised on the County and Regional Center Partnership websites, and in the Courier News and Star-Ledger newspapers; also five local marketing firms were notified about the RFP. Two (2) proposals were submitted by the deadline. Both proposals were reviewed by County Purchasing and found to be technically complete. The proposals were submitted by The Reitman Group for \$18,000 and Magnum Integrated Marketing of Voorhees, NJ for \$18,000. Mr. Ruggieri noted that, even though The Reitman Group showed "\$17,400" on the cost per task page, The Reitman Group indicated "\$18,000" on the Cost Proposal and Signature Page which, as advised by County Purchasing, is the amount that has to be regarded as The Reitman Group's cost proposal amount. Both proposals were evaluated and scored by the proposal review team using a weighted scoring criteria resulting in The Reitman Group receiving the highest score. The Executive Committee's recommendation is that the contract be awarded to The Reitman Group for \$18,000.

There being no discussion, Chair Fischer asked for a motion to award the Principal Marketing Contract to The Reitman Group to perform the nine Scope of Work tasks for 2018 for the amount of \$18,000. The motion was made by Somerset County Freeholder Director Patrick Scaglione and seconded by Somerville Local private/institutional sector representative Rick St. Pierre.

A roll call vote was taken resulting in the following voting record:

**Ayes:** Troy Fischer, Jason Dameo, Dan Hayes, Scarlett Doyle, Chuck McMullin, Ellen Brain, Dennis Sullivan, Rick St. Pierre, Patrick Scaglione, Walter Lane, Ray Brown, Mike Kerwin, Vicky Allen, and Tony Tufaro.

**Nays:** none

**Abstentions:** none

The motion was approved.

### **Awarding of Pilot Program Challenge Grants for Pedestrian Safety Enhancement**

Mr. Ruggieri shared that all three Regional Center towns have submitted Pedestrian Safety Enhancement Challenge Grant proposals. In everyone's meeting packet was a copy of Somerville and Raritan's grant proposals. Somerville has identified a number of intersections around their high school and middle school where poor signage or no signage exists. Somerville will be using the grant funding to increase visibility of the crosswalks around the schools with proper signage and improvements where school children walk to and from school. Somerville Police will also be partnering with RideWise to provide in-school education regarding bike and pedestrian safety. Raritan will be partnering with RideWise to undertake an 8-week StreetSmart education and enforcement campaign along a designated section of West Somerset Street. The StreetSmart campaign includes educational materials and measures to reinforce law-abiding behavior and to discourage law-breaking behavior by pedestrians, bicyclists and drivers. Data will be collected before and after the campaign and then analyzed to determine program effectiveness. As a separate project, Raritan will be using part of the grant funding to make traffic striping improvements at designated intersections in town. Mr. Ruggieri noted that Bridgewater proposes using the grant funding to address several intersections they have identified as needing pedestrian crosswalk improvements such as equipment upgrades, striping, etc.

Some brief discussion followed. Chair Fischer noted that the Executive Committee has requested clarification from Bridgewater regarding some of the details of their proposal. Mayor Hayes noted he is following up in this regard. The conclusion was that Bridgewater's grant proposal can be conceptually approved at this time with the understanding that Bridgewater will provide the requested clarification.

Chair Fischer asked for a motion to approve the Pedestrian Safety Enhancement Challenge Grant applications. Mr. Brown motioned to approve the Pedestrian Safety Enhancement Challenge Grant applications with the provision that Bridgewater will provide the noted clarification; Mr. Lane seconded the motion.

A roll call vote was taken resulting in the following voting record:

**Ayes:** Troy Fischer, Jason Dameo, Dan Hayes, Scarlett Doyle, Chuck McMullin, Ellen Brain, Dennis Sullivan, Rick St. Pierre, Patrick Scaglione, Walter Lane, Ray Brown, Mike Kerwin, Vicky Allen, and Tony Tufaro.

**Nays:** none

**Abstentions:** none

The motion was approved.

### **Authorization to Release Pilot Program Challenge Grant Applications for Creative Placemaking**

Mr. Ruggieri noted that one of the chief goals of the Regional Center is to help strengthen the economic vitality of our downtown and Main Street districts. Last September artist and professor Larissa Danowitz gave a presentation about how public art can be a creative placemaking tool that leverages the power of the arts, culture and creativity that helps bring the community together supports tourism and the local economy, and helps attract people to downtown and Main Street areas. Pursuant to this, last November the RCP encumbered \$45,000 from the 2017 budget to make available up to \$15,000 per town for Challenge Grants for Creative Placemaking

projects. Mr. Ruggieri described the Creative Placemaking Challenge Grant guidelines and requirements included in everyone's meeting packet. Mr. Ruggieri and Mr. Lane noted the guidelines follow the State's art grant guidelines. One of the Challenge Grant requirements is attendance at a workshop scheduled for May 1 which is designed to ensure the towns intending on applying for the grant are headed in the right direction in terms of the type of creative placemaking project or activity. Grant proposals are due July 2 which will be reviewed with recommended action to be taken at the July 18 RCP Business meeting.

Discussion followed. Some points made include different ways to display public art; e.g., how vinyl can be used as a medium to display a copy of an artist's work so that the original is protected from possible defacement. Mr. Lane noted the Somerset County Cultural & Heritage Commission is a great resource for the towns for information and expertise.

At the conclusion to the discussion, Chair Fischer asked for a motion to authorize staff to release the Pilot Program Challenge Grant applications for Creative Placemaking. The motion was made by Mr. Lane and seconded by Vicky Allen, VP, Strategic Marketing, Southern Region, RWJBarnabas Health.

A roll call vote was taken resulting in the following voting record:

**Ayes:** Troy Fischer, Jason Dameo, Dan Hayes, Scarlett Doyle, Chuck McMullin, Ellen Brain, Dennis Sullivan, Rick St. Pierre, Walter Lane, Ray Brown, Mike Kerwin, Vicky Allen, and Tony Tufaro.

**Nays:** none

**Abstentions:** none

The motion was approved.

### **Information Items**

#### **Strategic Economic Development Activities Update**

Mr. Lane and Chair Fischer provided an update regarding the status of the Strategic Economic Development Activities initiative. At November's meeting RCP allocated \$40,000 for strategic economic development activities to engage a consultant to look at Somerset County and identify recommendations to modify the State's Grow NJ incentive program so that Somerset County and the Regional Center have a more equal opportunity when competing for state economic development assistance. At the November meeting the Executive Committee was also empowered to work with the Somerset County Business Partnership to award a contract for this purpose. In light of this, the County Business Partnership submitted a proposal for \$43,000 to the Executive Committee proposing that the Business Partnership engage professional services with a vendor with special expertise to make a compelling argument with the State Legislature about what needs to be done and to make the case for Somerset County. The total cost proposal is for \$43,000 including \$3,000 to cover administrative costs which can be covered from the 2018 Budget under Plan Implementation. On March 15 the Executive Committee reviewed and accepted the proposal. Pursuant to this, a grant agreement between RCP and the Business Partnership was prepared and reviewed and accepted by County Counsel. The agreement proposes that the Business Partnership will retain the firm Murphy Partners to utilize their special expertise for the purposes outlined above.

Somerset County Business Partnership President & CEO Mike Kerwin highlighted the compelling reasons for this initiative including how the Grow NJ incentive program favors geographic location over job creation and private sector investment, to Somerset County's disadvantage, and that the McKinsey & Company report *Reseeding Garden State's Economic Growth: A Vision for New Jersey* documents that New Jersey's economic development program is inefficient compared to competitor states. Governor Phil Murphy has called for an

“audit” of the state’s economic development incentive programs including GrowNJ which is scheduled to sunset in June 2019. Mr. Kerwin added that the BioNJ report *The New Jersey Biopharma Industry: A Prescription for Growth* recommends direct state support of the types of industry critical to Somerset County; also, the County anticipates receiving a North Jersey Transportation Planning Authority (NJTPA) report documenting how Somerset County is the center of the pharmaceutical and life science cluster in New Jersey. Mr. Kerwin concluded that the project will result in an action plan for Somerset County and the County Business Partnership to increase the incentives for companies looking to expand or locate in Somerset County and the Regional Center so Somerset County and the Regional Center can be competitive with other regions of the state.

### **Regional Center Strategic Plan Update**

Mr. Ruggieri reported that since the January 17 meeting staff confirmed Maser completed the final edit requests to the 100-page document, issued the final payment and closed out the contract. Staff has also been working with the Steering Advisory Committee (SAC) to refine the 11-page rough draft Strategic Plan handed out at January’s meeting. Mr. Ruggieri summarized the main components of the Strategic Plan which reflects the themes and updated information in the 100-page Background Report. The SAC reviewed the rough draft Strategic Plan and identified ways to add clarity, reduce redundancy, streamline the list of Priority Projects, and try to balance the number of projects per theme. The SAC also recommended indicating in the Strategic Plan supporting efforts to attract companies investing in 5-G technology, supporting RWJBarnabas Health’s Community Health Needs Assessment and Implementation Plans and Healthier Somerset’s Community Health Improvement Plan (CHIP). Once staff has completed making these changes, the revised draft Strategic Plan will be sent back to the SAC to ensure all the comments have been addressed; if there are no further changes, the Strategic Plan will be presented at the May 16 meeting with a Word version forwarded to everyone for review and respond to any comments towards consensus. The goal is to be able to adopt the Strategic Plan by July.

### **Marketing Update**

Marketing consultant Rich Reitman summarized the latest marketing tasks, including working with staff to finalize the comprehensive marketing brochure, draft a press release for the Raritan River Rain Barrel Rebate Program, make the latest website updates, and begin work on the next newsletter using the new double-sided format. Mr. Reitman also noted being hopeful the recommended train station advertising initiatives will advance this summer to raise greater public and business awareness about the Regional Center.

### **Municipal and Other Reports:**

**Somerville** Mayor Ellen Brain noted that in general many exciting things are happening in Somerville and a lot of people are walking around town. She noted that, being this is her first RCP Business meeting, she will have a more detailed description of the status of various projects to share with everyone (see attached list).

**Bridgewater** Mayor Hayes reported that Bridgewater is in a period of robust construction. The Exeter project on east side of Route 202-206 proposes to expand the existing Bridgewater Hills corporate office building for anticipated occupation by a pharmaceutical company. Roman Jewelers proposes to expand their current location on Commons Way after vacating their Flemington store. 22 West Tap & Grill proposes to expand their location. For Chimney Rock Crossing East and West, all building permits have been issued, construction is well under way with Whole Foods expected to open this spring. At Somerset Corporate Center, AC Marriott Hotel Zinburger restaurant, and Lifetime Fitness and Wellness Center are all under construction. In Finderne, environmentally-sensitive materials are being removed from the Weyerhaeuser building which will then be removed in preparation for the 220-unit Eden Wood Realty Patriot Greens project. Construction of the PSE&G Data Control Center is expected to be completed by year’s end. The Sunrise Assisted Living project is also under construction. The New Jersey Center of Excellence redevelopment project was scheduled to be heard in March but the applicant withdrew their application; in response the Planning Board is dismissing the application without prejudice.

Approved projects that have not yet commenced construction include the Bridgewater Commercial Enterprise Development commercial/office project (Wawa, etc) which will transform the Route 202/Fisher Place intersection to provide full turning movement; the applicant is seeking some modification to the plan to be reviewed by the Planning Board. On Frontier Road, LCS' proposed Delaney at Bridgewater age-restricted project is proceeding through the compliance process.

**Raritan** Mayor Chuck McMullin reported that this year marks the 70<sup>th</sup> anniversary of Raritan becoming a municipality. All are invited to attend Raritan 70<sup>th</sup> Birthday celebration at Frelinghuysen Park, adding that Raritan's history extends back to 1683 when the British deeded lands to John Robertson. In 1868 Raritan Town was created by the state Legislature and then on May 12, 1948 the legislature authorized Raritan to become a borough. Mayor McMullin recognized Raritan's first mayor Rocco Miele, Raritan's first clerk Nick Esposito, and Judge Algar who were very instrumental in Raritan becoming an independent municipality.

Mayor McMullin noted President Donald Trump signed law to designate Raritan Post Office "Gunnery Sergeant John Basilone Post Office"; Mayor McMullin recognized Congressman Leonard Lance and the Basilone family for spearheading this initiative. Construction is underway for the proposed LabCorp "Jumbo Project" which Mayor McMullin recognized as the result of a tremendous effort involving Somerset County, the County Business Partnership, the Regional Center Partnership, Raritan Valley Community College, Senators Christopher Bateman and Michael Doherty, and the Somerset County Board of Chosen Freeholders.

The Raritan Walk/Block 81 transit-oriented redevelopment project is ready for construction; also a changed in property ownership has been completed. The QuickChek project on the Somerville Circle is proceeding well. The Route 202 commercial project between Second Avenue and Anderson Street has completed preconstruction work. On Orlando Drive, the demolition of the United Dye building has been completed with contaminated bricks in need of removal. On March 27 Borough Council introduced the municipal budget with 0% tax rate increase. Mayor McMullin lauded Bridgewater for the same fiscal approach and suggested the two towns meet with the Bridgewater-Raritan School District who is proposing a 4% increase. Mayor McMullin concluded his report by noting that an Easter Egg Hunt in Raritan will be held on March 31 at the Municipal Building.

### **Public Comment Period**

There were no public comments concerning regarding any items not on the agenda.

### **Adjournment**

There being no further discussion, the meeting was adjourned.

**List of project updates in Somerville provided by Mayor Ellen Brain to be included as an attachment to the March 29, 2018 Regional Center Partnership Meeting Minutes.**

**The following establishments recently opened in downtown:**

- The Salad House—a NJ owned regional franchise
- Provident Bank —new branch location
- 6 North Doughty—18 boutique apartments
- Lure Lash—a NJ owned business with multiple locations, specializing in custom eyelashes
- House of Blooms—Wedding and special event florist
- Pakistani Indian, Bangladeshi, Middle Eastern groceries

**In Process development**

- Village Brew Pub—first brew pub in Somerset county—projected to open later 2018
- Grumpy Bobas—organic bubble tea—opening projected for late spring, early summer
- Cheech's Own—cold brew coffee shop—late spring, early summer
- Meadows Custard—PA based frozen custard shop
- Playa Bowl—East Coast franchise spanning New York to Florida providing smoothie bowls
- Salted Lime—Mexican cuisine restaurant/bar

**Infrastructure Improvements:**

- YMCA Renovation —significant upgrade of recreational facilities
- Splash Park—John E. Long Park—sprinkler/splash park for toddlers—ready for summer
- Water Main replacement—3 streets completed, 2 scheduled
- 15-17 West Main—small infill gut and rehab with 6 apartments second floor and first floor retail ready to lease

**Redevelopment:**

- Davenport Street —old Social Security demolished—60 units to be constructed
- Sterling Properties—South Bridge Street—69 apartments under construction
- 40 Haynes—Old Litgo property—site preparation is to begin shortly



**Regional Center Partnership of Somerset County**

**Treasurer's Report for  
March 29, 2018 Business Meeting**

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**Starting Bal. checking as of 1/17/2018:** \$29,440.93

less expenses:  
1/17/18 thru 3/29/18:

<u>Date</u>	<u>Item</u>	<u>Amount</u>
1/17/18	Healthier Somerset	-\$100.00
2/7/18	Maser Consulting	-\$1,221.75
2/7/18	Reitman Group	-\$1,333.33
2/7/18	NJ Press Media Solutions	-\$28.38
2/9/18	James Ruggieri reimbursemt for NJ Div of Revenue Annual Report Filing Fee	-\$27.50
2/13/18	NJ Advance Media	-\$175.25
3/2/18	Reitman Group	-\$1,333.33

*subtotal of expenses:* **-\$4,219.54**

**Deposits 1/17/18 thru 3/29/18:**

3/23/18 Dep from Money Market acct \$50,000.00

*subtotal of deposits:* **\$50,000.00**

**Ending Balance (checking)  
after expenses and deposits: \$75,221.39**

Sum of checking and money market  
accounts: **\$232,776.52**

Less total Committed But Not Expend: **\$137,883.79**

Uncommitted Funds **\$94,892.73**

**Money Market Account**

1/17/18 thru 3/29/18:

Starting bal. Money Market Acct: \$207,541.71

<i>Date*</i>	<i>Item</i>	<i>Amount</i>
1/31/2018	interest	\$7.05
2/28/2018	interest	\$6.37
3/23/2018	transfer to Checking	-\$50,000.00
<b>ending bal as of 3/23/18:</b>		<b>\$157,555.13</b>

*\*interest earned in the money  
market account is not reported  
by bank until after the end of  
the previous month*

**Regional Center Partnership of Somerset County**

**Treasurer's Report for  
March 29, 2018 Business Meeting**

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Table Showing Amounts Committed but Not Expended

<u>Budget Year</u>	<u>Project Initiation Year</u>	<u>Munic or RC</u>	<u>Committed Account Name</u>	<u>Current Balance</u>
2015	2016	RC	update RC Strategic Master Plan	\$150.42
2017	2017	RC	Principle Marketing Services (2017 contract)	\$1,333.37
2017	2018	RC	audit/tax services for year 2017	\$3,400.00
2017			For Creative Placemaking Challenge Grants	\$45,000.00
2017			For Pedestrian Safety Challenge Grants	\$45,000.00
2017 & 2018	2018	RC	Strategic Economic Development Activities	\$43,000.00
<b>TOTAL:</b>				<b>\$137,883.79</b>

**Regional Center Partnership of Somerset County**

**Treasurer's Report for  
March 29, 2018 Business Meeting**

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Anticipated Revenue for 2018  
(excluding interest payments from Money Mkt acct)

Somerset Co	\$65,792.25
Bridgewater	\$10,890.00
Raritan	\$10,890.00
Somerville	\$10,890.00
<b>Total Anticipated Revenue</b>	<b>\$98,462.25</b>

**Regional Center Partnership of Somerset County**  
**Treasurer's Report for**  
**March 29, 2018 Business Meeting**  
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**Raritan River Rain Barrel Rebate Program**

Starting Bal as of 1/17/18:

\$4,677.35

<u>Date</u>	<u>Item</u>	<u>Amount of</u> <u>Deductions</u>	
		\$0.00	
3/7/18	Stop Payment of uncashed rebate check #1216 dated 10/13/17 to A. Mycio	-\$50.00	
3/23/18	Replacement rebate check #1218 to A. Mycio for same rebate application	\$50.00	
subtotal of deductions:		\$0.00	
<b><u>ending balance after deductions</u></b>			<b><u>\$4,677.35</u></b>
Deposit (if any)			
subtotal of any Deposits		\$0.00	
<b><u>ending Balance after any Deposits:</u></b>			<b><u>\$4,677.35</u></b>

# REGIONAL CENTER PARTNERSHIP OF SOMERSET COUNTY, INC.

**Business Meeting of Thursday, March 29, 2018**

## AGENDA

### BUSINESS ITEMS

1. Call to Order
2. Roll Call
3. Chair's Remarks
  - Resolution Honoring Somerset County Park Commission Secretary/Director Ray Brown
4. Adoption of Meeting Minutes: January 17, 2018
5. Adoption of Treasurer's Report for March 29, 2018

### ACTION ITEMS

*"Public comments will be entertained at this time regarding any action item. All comments shall be directed to the Chair and limited to three (3) minutes per speaker."*

6. Awarding of 24 Month Competitive Contract for Principal Marketing Services
7. Awarding of Pilot Program Challenge Grants for Pedestrian Safety Enhancement
8. Authorization to Release Pilot Program Challenge Grant Applications for Creative Placemaking

### INFORMATION ITEMS

9. Strategic Economic Development Activities Update
10. Regional Center Strategic Plan Update
11. Marketing Update
12. Municipal and Other Reports

### PUBLIC COMMENT PERIOD

*Public comments will be entertained at this time regarding any items not on the agenda. All comments shall be directed to the Chair and limited to three (3) minutes per speaker.*

**Next Meeting Date: Wednesday, May 16, 2018 at 5:00PM in County Engineering Conference Room**

**RESOLUTION HONORING RAYMOND A. BROWN FOR EXCELLENCE IN  
REGIONAL CENTER PLANNING SUPPORT AND LEADERSHIP**

**WHEREAS**, Raymond A. Brown, AICP/PP, has had a distinguished career in the Somerset County Park Commission serving as Park Commission Secretary-Director for 25 years; and

**WHEREAS**, Ray Brown has been an avid supporter of the Somerset County Regional Center and a major contributor to the Regional Center Partnership since before 1996 having served on the Regional Center Advisory Committee leading to the State Planning Commission designation of the Somerset Regional Center as the first multi-jurisdictional regional center in the state of New Jersey; and

**WHEREAS**, Ray Brown has continuously provided vital support, insight and leadership to make the Somerset County Regional Center a model for other communities and regions in the state of New Jersey for inter-jurisdictional planning coordination and to help make the Regional Center and Somerset County a vibrant and desirable place to live, work, shop and play; and

**WHEREAS**, Ray's commitment to the Regional Center along with the support of Somerset County, the Regional Center communities of Bridgewater, Raritan and Somerville, and our business and institutional-sector partners have been essential in helping the Regional Center Partnership achieve such major projects and initiatives as the 1999 Regional Center Vision Initiative Workshop; the 2005 Regional Center Retreat; the 2006 Regional Center Strategic Master Plan; the 2009 Regional Center Bicycle, Pedestrian & Greenways System Connection Plan; the achievement of Plan Endorsement from the State Planning Commission; the 2015 Regional Center Visioning Session; and the draft Regional Center Strategic Plan; and

**WHEREAS**, Ray's leadership with the County Park Commission has helped the Regional Center and Somerset County to have some of the state's finest County parks offering a wide variety of passive and active recreation opportunities supporting healthy lifestyles and contributing to the Regional Center's many quality of life amenities with such excellent parks and facilities as the award-winning Frank "Nap" Torpey Athletic Complex; Veterans Memorial Park; Duke Island County Park; North Branch County Park; Green Knoll Golf Course; Washington Valley Park; and the Raritan River Greenway connecting all three Regional Center communities, Duke Farms, and our neighboring communities in Somerset County; and

**WHEREAS**, Ray's steadfast support in Regional Center Partnership programs such as the New Jersey Water Supply Authority-funded Raritan River Rain Barrel Rebate Program helped the Regional Center receive the 2011 Blue Raritan River Award in the Government Innovation Award category from the Sustainable Raritan River Collaborative.

**NOW, THEREFORE, BE IT RESOLVED** that the Regional Center Partnership of Somerset County expresses tremendous appreciation for Ray Brown's exemplary leadership and to wish him all the best in health and well-being.

I, James P. Ruggieri, Secretary of the Regional Center Partnership of Somerset County, Inc. in the State of New Jersey, do hereby certify that the foregoing is a true copy of a Resolution adopted by said Regional Center Partnership of Somerset County, Inc. at its meeting of March 29, 2018.



James P. Ruggieri, Secretary  
Regional Center Partnership of Somerset County

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**SOMERSET COUNTY REGIONAL CENTER PARTNERSHIP  
PEDESTRIAN SAFETY ENHANCEMENTS  
CHALLENGE GRANT APPLICATION**

- Municipality / Grantee(s) SOMERVILLE
- Address 25 WEST END AVE. SOMERVILLE, NJ 08876
- Name of Project SCHOOL PEDESTRIAN IMPROVEMENTS
- Designated Contact Person OFFICER JOHN COVERT
- Project Manager OFFICER JOHN COVERT
- E-Mail: jcovert@somervillepd.org Phone (908)725-0331 Fax (908) 707-1036
- Regional Center Funds Requested: \$ 15,000.00
- Estimated Total Project Cost: \$17,900.00
- Description of Project Goal to be achieved; e.g., To help achieve the goal of improving pedestrian safety in the Regional Center, the proposed project(s) will improve signage at crosswalks in the area of the middle school and high school.
- Detailed Description of Project: Include (a) a brief summary, (b) a detailed scope of work, and (c) either a map and/or clear description of the location of the project or projects. Identify the following:
  - Work tasks
  - Police Department coordination
  - Partnerships
  - Any matching funds
  - Estimated time line of project activities
  - Work products/deliverables (eg, detailed report, purchase orders, etc)

**RETURN COMPLETED APPLICATION TO:** James Ruggieri, Principal Community Planner  
Somerset County Planning Board  
20 Grove Street; P.O. Box 3000  
Somerville, NJ 08876 (908)-231-7021

**DUE DATE:** March 8, 2018

Additional sheets and materials (plans, estimates, letters) may be attached.

Authorized signature *Dennis P. Manning* Date 3-6-18  
 Name DENNIS P. MANNING  
 Title CHIEF OF POLICE

#### Detailed Description of Project:

Somerville has poor or no signage at the crosswalks, in the area of Somerville High School (222 Davenport Street) and Somerville Middle School (51 West Cliff Street). The project is to increase the visibility of the crosswalks with proper signage and improvements, where Somerville High School/Somerville Middle School children, walk to and from school. See the attach maps for the locations and costs.

The Somerville Police Department will partner with Ride Wise TMA to provide in-school education in the area of bike and pedestrian safety. The program will cover where and how to safely walk and ride to school, the dangers of distracted walking, cycling without a helmet and crossing mid-block. The program will take place August-September 2018 in both the high school and middle school.

The estimated time line to have all improvements finished is early August, before the start of the new school year 2018-2019.



**RESOLUTION 18-0305-097**

**AUTHORIZING THE PARTICIPATION IN THE REGIONAL CENTER  
PARTNERSHIP CHALLENGE GRANT PROGRAM FOR PEDESTRIAN  
SAFETY ENHANCEMENTS**

**WHEREAS**, the Reginal Center Partnership of Somerset County, Inc. has created the Regional Center Partnership Challenge Grant Program to help achieve downtown redevelopment, neighborhood revitalization, connecting the three sub-centers of the Regional Center and using the Center's natural resources to shape development consistent with community planning initiatives; and

**WHEREAS**, the Regional Center Partnership has approved the Regional Center Partnership Challenge Grant Program for Pedestrian Safety Enhancements and has made available grants in the amount of \$15,000.00 to each municipality in Regional Center to implement pedestrian safety enhancement projects and activities that are eligible and consistent with the Pedestrian Safety Enhancement Challenge Grant Program grant application guidelines and criteria; and

**WHEREAS**, the Borough of Somerville desires to apply for a grant in amount of \$15,000.00 for the purpose of preparing a (School Pedestrian Improvements) that will advance the goals and objectives of the Regional Center for enhancing pedestrian safety in the Regional Center.

**NOW THEREFORE BE IT RESOLVED**, that the Borough of Somerville is hereby authorized the submission of a program application for the Regional Center Partnership Challenge Grants for Pedestrian Safety Enhancement.

**BE IT FURTHER RESOLVED**, that the Mayor and Clerk of The Borough of Somerville are hereby authorized to sign a contract and such other documents which may be required between the Regional Center Partnership of Somerset County, Inc. and the Borough of Somerville.

Adopted by the Borough Council on March 5, 2018

  
\_\_\_\_\_  
Mayor

  
\_\_\_\_\_  
Clerk/Administrator

I, Kevin Sluka, Borough Clerk of the Borough of Somerville, County of Somerset, State of New Jersey, hereby certify this to be a true copy of a resolution adopted by the Borough Council on March 5, 2018.

  
\_\_\_\_\_  
Kevin Sluka, Clerk/Administrator



March 5, 2018

Officer John Covert  
Somerville Police Department  
24 S Bridge Street  
Somerville, NJ 08876

Officer Covert,

This letter is confirming RideWise TMA will partner with the Somerville Police Department to provide in-school bike and pedestrian safety education as part of the Regional Center Partnership Challenge Grant.

The goal of the Pedestrian Safety Challenge Grant is to help make the Regional Center more pedestrian and bicycle-friendly and to help advance the goals and recommendations identified in the draft update of the Regional Center Strategic Master Plan. Somerville is a walking district, students from all 3 of the borough's schools regularly walk or bike. The largest groups of students attend Somerville Middle School and Somerville High School. Planned infrastructure improvements along with student education will make biking and walking to school safer.

RideWise TMA and the Somerville Police will provide in-school bike and pedestrian safety education during student orientation in August-September 2018. The program will cover where and how to safely walk and ride to school, the dangers of distracted walking, cycling without a helmet and crossing mid-block, from between/behind parked vehicles or in other locations where drivers are not expecting to see pedestrians.

We look forward to partnering with you this fall,

Gerry Montague  
Program Director

RIDEWISE  
360 GROVE STREET  
BRIDGEWATER, NJ 08807  
908-704-1011

# Somerville Public Schools

ADMINISTRATIVE OFFICES  
51 WEST CLIFF STREET  
SOMERVILLE, NEW JERSEY 08876

Dr. TIMOTHY TEEHAN  
218-4101 SUPERINTENDENT OF SCHOOLS  
526-9668  
superintendent@somervilleschools.org

TELEPHONE (908)  
FAX (908)  
TWITTER: @Ville\_Sup

February 23, 2018

Mayor Ellen Brain & Borough Council  
Borough of Somerville  
25 West End Ave.  
Somerville, NJ 08876

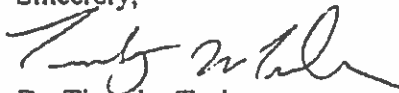
Dear Mayor & Council:

Re: Pedestrian Safety Enhancements Challenge Grant

I had recently learned that the Borough of Somerville is seeking grant funds through the Regional Center Partnership Program to improve pedestrian safety. I was advised the grant will add increased signage and make modifications to the bus staging areas around Somerville High School located on Davenport Street and Orchard Street. At the beginning and end of the school day the large amount of pedestrian traffic creates certain hazards to both pedestrians and motorists can be minimized through increased and improved signage.

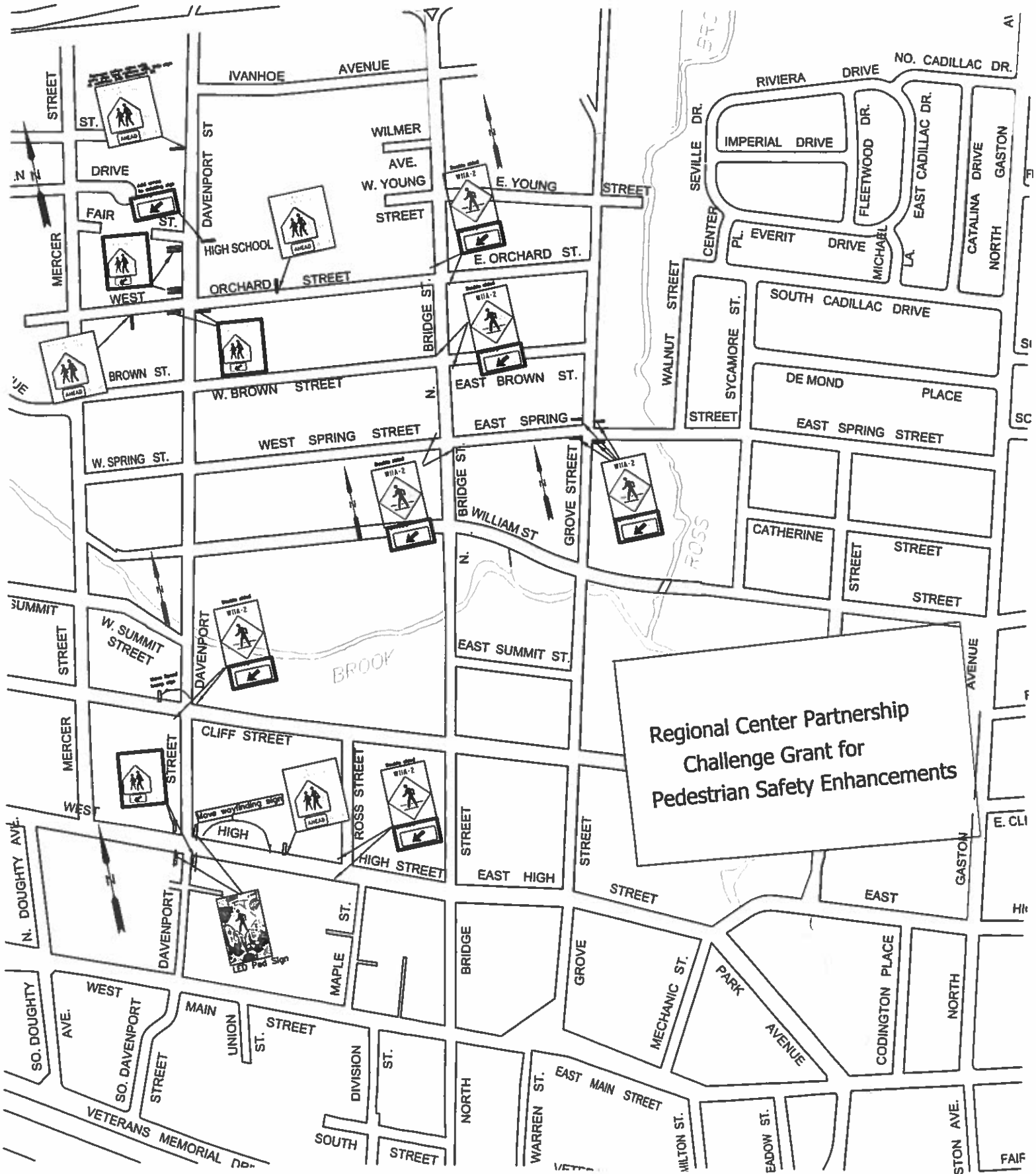
I fully support the Borough of Somerville's submission of the Somerset County Regional Center Partnership Pedestrian Safety Enhancements Challenge Grant application and recommend that the grant application receive positive considerations.

Sincerely,



Dr. Timothy Teehan  
Superintendent of Schools

TT/jt



Signage for Safety Grant						
Quantity	Sign Type	Designation	size inches	Installed price Each	Total	
<b>High School</b>						
2	School Crossing Assembly Double sided West side of Davenport between Orchard and Fair St.	s1-1	30	\$400.00	\$800.00	
3	"Ahead" sign on bottom	w16-9p		\$75.00	\$225.00	
4	arrow for bottom of sign	w16-7PL		\$75.00	\$300.00	
2	arrow for bottom of sign	w16-7PR		\$75.00	\$150.00	
5	School Crossing Assembly	s1-1	30	\$275.00	\$1,375.00	
<b>Davenport &amp; High</b>						
2	LED push button Ped sign	2180-00214B	30	\$2,850.00	\$5,700.00	
3	School Crossing Assembly	s1-1	30	\$275.00	\$825.00	
1	"Ahead" sign on bottom	w16-9p		\$75.00	\$75.00	
2	arrow for bottom of sign	w16-7PL		\$75.00	\$150.00	
<b>Spring &amp; Grove</b>						
4	Ped sign (single person crossing)	w11A-2	30	\$275.00	\$1,100.00	
2	arrow for bottom of sign	w16-7PL		\$75.00	\$150.00	
2	arrow for bottom of sign	w16-7PR		\$75.00	\$150.00	
<b>Ross St at High St</b>						
2	Double sided	w11A-2	30	400	\$800.00	
2	arrow for bottom of sign	w16-7PL		75	\$150.00	
2	arrow for bottom of sign	w16-7PR		75	\$150.00	





SOMERSET COUNTY REGIONAL CENTER PARTNERSHIP  
PEDESTRIAN SAFETY ENHANCEMENTS  
CHALLENGE GRANT APPLICATION

- Municipality / Grantee(s): Raritan Borough/ Raritan Borough Police Department
  - Address: 20 First Street, Raritan NJ 08869
  - Name of Project: 2018 Somerset Street Pedestrian Safety Campaign
  - Designated Contact Person: Detective Christopher Wren
  - Project Manager: Detective Christopher Wren
  - E-Mail: Wrenc@raritanpd.org Phone: 908-725-6700 X19 Fax: 908-707-1027
  - Regional Center Funds Requested: \$10,750.00
  - Estimated Total Project Cost: \$10,750.00
- Enforcement Funding: Approximately 110 patrol hours totaling: \$7,500.00  
 Funding for promotion materials including pamphlets and signs: \$2,250.00  
 Rewards (gift cards) to be provided to citizens following the laws: \$1,000.00

- Description of Project Goal to be achieved: To help achieve the goal of improving pedestrian safety in the Regional Center, the proposed project will change driver and pedestrian behavior through education and enforcement with the goal of enhancing safety for pedestrians and cyclists within Raritan Borough. Data provided by Numetric shows there have been 74 crashes involving pedestrians within the Borough of Raritan between 2006 and 2016, 22 of which occurred along or just off of Somerset Street.

- Detailed Description of Project:

- (a) The project will consist of three phases in the area of West Somerset Street, between Thompson Street and Nevius Street. Phase 1 is a two week pre campaign study to collect data on pedestrian, cyclist, and motorist compliance of traffic laws relating to pedestrian safety. Phase 2 is a four week contact and enforcement period where designated Raritan Borough Police Officers will be focusing on pedestrian traffic safety enforcement within the designated campaign area on West Somerset Street. Phase 3 is a post campaign study to collect data on pedestrian, cyclist, and motorist compliance of traffic laws relating to pedestrian safety. The data gained from Phase 3 will be compared to the data collected from Phase 1 to show the effectiveness of the campaign and demonstrate the goal of the campaign was achieved.
- (b) Scope of work for this campaign will consist of partnering with Ridewise and local business to collect data and provide promotion materials to the general public. Once the public is educated on the importance of the traffic safety laws pertaining to pedestrian safety, Police Officers will register for 4-6 hours shifts of targeted enforcement within the campaign area on West Somerset Street. These targeted enforcement shifts will be set at staggering times during the four week enforcement period to maximize Police/Citizen interactions and promote the ultimate goal of this campaign.
- (c) Project location will be West Somerset Street, Raritan NJ 08869. The project area will consist of all crosswalks and intersections on West Somerset Street between Nevius Street and Thompson Street. The following information encompasses this project:

- Work tasks: To educate the general public with signage and promotion materials in order to promote heightened safety compliance for pedestrians and cyclists. To entrust designated Raritan Borough Police Officers to increase contact and enforcement action within the project boundaries. Officers will be required to complete the attached Enforcement Report at the completion of each shift worked for this project. To utilize Ridewise to effectively collect data on pre and post campaign safety compliance relating to pedestrian and cyclist safety. To provide a detailed report at the completion of the campaign to demonstrate the effectiveness of the campaign and prove the goals of improving pedestrian safety have been achieved.
- Police Department coordination: Raritan Borough Police Department will work with the Borough of Raritan, Ridewise, local business and the citizen of Raritan Borough throughout the duration of this campaign to ensure the goals of this project are achieved.
- Partnerships: Raritan Borough Police Department will partner with Ridewise to ensure the effectiveness of the project and meet the goals of the campaign.
- Any matching funds: Raritan Borough Police Department has not secured matching funds for this project at the time of this submission.
- Estimated time line of project activities: Tentative schedule for this project is attached. Estimated start of the campaign will commence in early May of 2018 and run for eight consecutive weeks, ending in late June or early July of 2018.
- Work products/deliverables: See attached Enforcement Report Form and estimated Raritan Street Smart Campaign timeline. Upon completion of the project, a detailed report will be completed demonstrating the effectiveness of this project.

**RETURN COMPLETED APPLICATION TO:**

James Ruggieri, Principal Community Planner  
 Somerset County Planning Board  
 20 Grove Street; P.O. Box 3000  
 Somerville, NJ 08876 (908)-231-7021

**DUE DATE: March 8, 2018**

Additional sheets and materials (plans, estimates, letters) may be attached.

Authorized signature



Date 03/05/2018

Name CHRISTOPHER WREN

Title DETECTIVE #73



**BOROUGH OF RARITAN**  
**RESOLUTION NO. 2018-02-052**

**AUTHORIZING PARTICIPATION IN THE REGIONAL CENTER  
 PARTNERSHIP CHALLENGE GRANT PROGRAM FOR  
 PEDESTRIAN SAFETY ENHANCEMENTS**

WHEREAS, the Regional Center Partnership of Somerset County, Inc. has created the Regional Center Partnership Challenge Grant Program to help achieve broadly accepted goals and objectives of the Regional Center Partnership, which include downtown redevelopment, neighborhood revitalization, connecting the three sub-centers of the Regional Center and using the Center's natural resources to shape development consistent with community planning initiatives; and


WHEREAS, the Regional Center Partnership has approved the Regional Center Partnership Challenge Grant Program for Pedestrian Safety Enhancements and has made available grants in the amount of \$15,000.00 to each municipality in the Regional Center to implement pedestrian safety enhancement projects and activities that are eligible and consistent with the Pedestrian Safety Enhancement Challenge Grant Program grant application guidelines and criteria; and


WHEREAS, the Borough of Raritan desires to apply for a grant in the amount of \$15,000.00 for the purposes of pedestrian safety enhancements that will advance the goals and objectives of the Regional Center for enhancing pedestrian and bicycle safety in the Regional Center.

NOW, THEREFORE, BE IT RESOLVED, that the Borough of Raritan hereby authorizes the submission of a program application for the Regional Center Partnership Challenge Grants for Pedestrian Safety Enhancement.


BE IT FURTHER RESOLVED that the Mayor and Clerk of the Borough of Raritan are hereby authorized to sign a contract and such other documents which may be required between the Regional Center Partnership of Somerset County, Inc. and the Borough of Raritan

ATTEST:

  
 Eric M. Colvin  
 Borough Clerk

  
 Donald Tozzi  
 Council President

I HEREBY CERTIFY that the foregoing Resolution was adopted by the Borough Council of the Borough of Raritan, County of Somerset, State of New Jersey at a Regular Meeting held in the Meeting Room of the Municipal Building, 22 First Street, Raritan, NJ 08869, on February 27, 2018.

  
 Eric M. Colvin  
 Borough Clerk

MOTION	SECOND	MEMBER	YEA	NAY	ABSTAIN	ABSENT
		Ilray	✓			
	✓	Carra	✓			
✓		Giraldi	✓			
		McGinley	✓			
		Orozco	✓			
		Tozzi	✓			

RABUNAS STREET SMART

APRIL - JUNE 2018

ACTIVITY	OWNER	ASSISTANT	FEB	MARCH	APRIL	MAY	JUNE	JULY	OUTCOME/GOALS
Planning meeting - March 2018	Donna	Asha, Gerry							Campaign agreed w/ timeline created
Map businesses along or near the target intersections	Asha								Determine businesses near intersections
Select interest businesses/community groups	Asha	Mayor or police assist, if possible							Encourage businesses to be campaign partners
Determine quantities of marketing materials needed	Asha								
Obtain marketing materials from NITPA or get printed	Donna								
Distribute materials to campaign partners before May 1	Asha								Avoid distributing too early
Pre-Campaign	Donna	Assistant							Goal/Outcomes
Speed Sentry display (optional)	Raritan PD	Donna - obtain data for report							Display at - 2 weeks per intersection, 1 week in stealth and 1 week capturing speed data
Intersection observations	Asha	Gerry/Alix							April 17-19 and April 24-26
Develop community survey; distribute to residents	Asha	Donna (Gerry - social media)							April 16 to April 30 - publicize survey
Campaign	Donna	Assistant							Goal/Outcomes
Press event	Donna	Donna, Gerry, Asha, Raritan, NITPA & Somerset County							May 1 campaign kick off
Community education/outreach/intercepts	Asha	Gerry (SRTS activity)							throughout campaign
Social Media	Gerry	Marilyn							throughout campaign
Enforcement	Raritan PD								2 weeks of warnings; 2 weeks of summonses
Post-Campaign	Donna	Assistant							Goal/Outcomes
Community survey	Asha	Donna (Gerry - social media)							Post survey - May 30 to June 13
Intersection observations	Asha	Gerry							June 5, June 7, June 12 & June 14
Speed sentry display	Raritan PD	Donna - obtain data for report							May 30 to June 29
Obtain warnings and enforcement data	Donna								
Preparation of campaign report	Donna	Asha, Gerry							



## Enforcement Report

Police Department: \_\_\_\_\_

Municipality: \_\_\_\_\_

Soft Enforcement (Warning card) Dates: \_\_\_\_\_

Hard Enforcement Dates: \_\_\_\_\_

### Summonses Issued/ Enforcement by Type/Category

Street Smart Message	Category	Reference	Soft Enforcement- # Warnings Issued/ Interactions	Hard Enforcement- # Summonses Issued
Obey Speed Limits	Speeding	N.J.S.A 39:4-98		
Heads Up, Phones Down	Distracted Driving	N.J.S.A 39:4-97.3		
Stop for Pedestrians in Crosswalk	Stop for Ped in Marked Crosswalk	N.J.S.A 39:4		
Use Crosswalks	Failure to use Crosswalk/ Jay-walk	N.J.S.A 39:4-32-34		
Wait for the Walk	Crossing Against Signal	N.J.S.A.39:4-32.a		

OFFICER COMPLETING REPORT (Please print): \_\_\_\_\_

**Raritan Borough Proposed Traffic Striping Improvements**

INTERSECTION	Crosswalk Striping wide Latex @ \$1.35/ LF	(6" wide Latex @ \$1.35/ LF)	Crosswalk Ladder Striping (24" wide Latex @ \$6.00/ SF)	Stop Line Striping (12" wide Latex @ \$1.00/ LF)	No Parking Zone Striping (4" wide Epoxy @ \$0.30/ LF)	Center Line Striping (4" wide Epoxy @ \$0.30/ LF)	
1 <sup>st</sup> St & Anderson St	50	\$67.50	\$0.00	15	\$15.00	100	\$30.00
1 <sup>st</sup> St & 2 <sup>nd</sup> Ave	75	\$101.25	\$0.00	18	\$18.00	80	\$24.00
1 <sup>st</sup> St & Wall St	210	\$283.50	\$0.00	18	\$18.00	100	\$30.00
1 <sup>st</sup> St & Church St	70	\$94.50	\$0.00	18	\$18.00	80	\$24.00
1 <sup>st</sup> St & 1 <sup>st</sup> Ave	80	\$108.00	\$0.00	18	\$18.00	100	\$30.00
1 <sup>st</sup> Ave & Burns St			128				
1 <sup>st</sup> Ave & 2 <sup>nd</sup> St	80	\$108.00	\$384.00	18	\$18.00	150	\$45.00
2 <sup>nd</sup> St & Church St	150	\$202.50	\$0.00	18	\$18.00	120	\$36.00
2 <sup>nd</sup> St & Thompson St	75	\$101.25	\$0.00	18	\$18.00	350	\$105.00
3 <sup>rd</sup> St & 1st Ave		\$0.00	72			280	\$84.00
3 <sup>rd</sup> St & 2nd Ave	150	\$202.50	\$0.00	18	\$18.00	280	\$84.00
Thompson St & LaGrange St	150	\$202.50	\$0.00	18	\$18.00	150	\$45.00
Thompson St & Colfax St	75	\$101.25	\$0.00	18	\$18.00	150	\$45.00
Total Cost for Striping		\$1,572.75	\$1,968.00		\$159.00	\$369.00	\$162.00

Grand Total: \$4,230.75

7 Raritan Traffic Striping

## Regional Center Partnership Challenge Grant Pilot Program for Creative Placemaking Guidelines and Criteria

**Grant amount:** up to \$15,000 per town

Being that this is the first time the Regional Center Partnership has offered a grant program involving creative placemaking, the RCP considers this to be a pilot project. The goal of this program is to help advance the goals of the Regional Center particularly to help strengthen the economic vitality of our downtown and Main Street districts. Creative placemaking leverages the power of the arts, culture and creativity that helps bring the community together, supports tourism and the local economy, and helps attract people to downtown and Main Street areas. Partners from public, private, nonprofit, and community sectors strategically shape the physical and social character of a neighborhood or town around arts and cultural activities or assets. Creative placemaking animates public and private spaces, rejuvenates structures and streetscapes, and improves local business visibility and public safety.

Examples of projects or activities eligible for this grant program may include but are not limited to:

- Arts used as a catalyst to revitalize downtowns or neighborhoods, such as public art (murals, sculpture, etc.).
- Development of an arts or cultural business incubator or apprenticeship program.
- Transformation of a perceived community liability into a community asset through the arts.
- Development of an activity or project that encourages greater engagement with the arts in parks, farmer's markets, or other natural, unique ecological or recreational assets.
- Development of a creative placemaking plan. Up to a maximum \$5,000 may be used to develop the plan.

Examples of ineligible projects or activities may include but are not limited to:

- Operating support for arts organizations or ongoing arts programming.
- Marketing and promotional materials.
- Funds may not be used as “seed money” for starting new organizations.

### **Project requirements:**

1. Public, private (including nonprofit organizations), and institutional partners are encouraged to be part of the project.
2. There must be substantive and meaningful engagement with your target community. This must be described in the grant application.
3. The project must be open or accessible by the general public.
4. Project core must be based around arts and cultural activities or assets.

5. Municipal representatives that will be involved in the project must attend a creative placemaking workshop to be scheduled by early May.
6. The project timeframe should provide that the project can be implemented by early fall of this year especially for any outdoor projects that would be impacted by weather.
7. The Regional Center Partnership reserves the right to deny any application or request modifications to a proposed project, if the proposed activity is outside of the scope or spirit of the challenge grant.

The Regional Center Partnership requests that if any your town plans on issuing some kind of press release that the release include the Regional Center Partnership and Somerset County logos.

The Regional Center Partnership Executive Committee will review each application and make project awards based upon the degree to which they advance the goals of the Regional Center through this program.