



**Meeting Minutes of March 14, 2019**  
**Wayne Dumont Administration Building**  
**165 County Route 519 South, Belvidere, NJ 07823-1949**

The meeting was called to order at 8:08 a.m. by Chair Betty Schultheis, who led the group in the Pledge of Allegiance.

ROLL CALL Present: Mitchell Jones, Andrea Kirchuk, Chris Maier, Stan Prater, Linda Stettler and Chair Schultheis. Also present were Freeholder Liaison James Kern III, Planning Director Dave Dech, Land Preservation Director Corey Tierney and Public Information/Tourism Director Art Charlton. Guests in attendance were: Warren County Public Health Planner Courtney Sartain, Melanie Thiel of Washington BID and Mary Jo Harris from NORWESCAP.

**Approval of Minutes:** The meeting minutes of February 14, 2019 on a motion from Mr. Jones, seconded by Mr. Prater, were approved.

**Old Business:**

**Update on Grown in Warren project:** Warren County Director of Land Preservation Mr. Tierney stated the Freeholders were given the presentation along with a recommendations matrix that was handed out in the meeting. The challenge is what steps to take next. Some highlights of the discussion were:

- Establish a subcommittee to help accomplish some of these goals
- Have Rutgers Cooperative Extension or Tourism possibly take the lead
- Land Preservation is actively working on some of the recommendations
- Need Grown in Warren banners for farmers throughout the county
- Grown in Warren logo trademark - Freeholder Kern stated the Freeholders are working on trademarking the logo.
- There were numerous discussions about the need to completely revamp the county website. One cohesive site with all the departments including tourism and Grown in Warren.
- Branding
- Mr. Prater stated we need a Marketing Director to pull all this together
- Mr. Tierney reemphasized the educational aspect as well
- Mr. Maier voiced his concerns about the recommendations. He said if there is a perceived value, people will travel. He also spoke of the importance of farmers markets and cow production. He thinks we should have Richard Cotton talk about his success with selling

meat from his grass-fed cows. He reiterated the need to meet with Warren County Community College President Dr. Will Austin to get his input on his successes at WCCC.

- Mrs. Kirchuk discussed how we have diverse groups of farmers, businesses, and towns, each with unique challenges; it's how to connect it all. She reiterated the need for a marketing person who will work with all groups and promote it on billboards, magazine, internet, etc., adding it's time we do something.
- Mr. Jones attended the County Board of Agriculture meeting and handed out the recommendations matrix on Grown in Warren. In April, he hopes the Ag Board will dive into Grown in Warren and maybe check off some items we might not know about.

**Status on Hackettstown Farmers Market:** EDC Member James Sheldon couldn't attend so Chair Schultheis spoke on his behalf. He is very excited about what's happening with the farmers market and would like to share some updates in the next meeting.

**WCCC Classes Status:** Chair Schultheis spoke on EDC Member Eve Azar's behalf. Ms. Azar is concerned they can't fill the free classes offered at WCCC even though spend a lot of time promoting. Chair Schultheis brought up importance of a website again and the need to include everything. Freeholder Kern acknowledged there is a need for a new website but it will require professional services, funding and staff to support this. The Freeholders created a Transparency and Technology Task Force and are working on this issue.

**Update on Farmer Bootcamp:** Two years ago, Chair Schultheis met with Jim Thaller, Mr. Tierney and Dr. Austin, noting this farmer issue is perfect for Jim Thaller to tackle, as he works for the United Nations and gives this boot camp all over the world. WCCC can house the boot camp, using Mr. Fowler's curriculum. Now that the study is done, there is a need for the boot camp. Mr. Thaller will be back in the summer and knows about the farmers. Mr. Austin will be at our meeting in May to talk with us on white paper and can bring it up with him then. Need to include Mrs. Azar in the communication as well.

**Tourism update:** Mr. Charlton stated the Mardi Gras parade in Phillipsburg was a great success. Phillipsburg put together a "Taste of South Main" with 9 participating food establishments. Yesterday, the Wonders of Warren County magazine was finalized and off to the printer. This Saturday there will be a big concert US Army Jazz Ambassadors at Centenary Stage Company and we will be there asking promoting the Warren County Veterans Recognition Program to be held on May 4. In addition, Mr. Charlton noted he is working on the County Directory and asked the various municipalities if they have an Economic Development Committee and who is the contact person. Once the data has been compiled he will provide to us. Lastly, ParkFest @ Bread Lock Park has announced that JCPL is a top-level sponsor again.

**Public comments:** Mrs. Harris from NORWESCAP asked if there is a Tourism Advisory Board and if the County can add visitor information centers to help attract people to stay in the county. Mr. Charlton said there is not an advisory board, and noted we have brochure racks in libraries, the WC administration building, WCCC and the DMV. Chair Schultheis asked how much the brochure racks cost. Mr. Jones said maybe we can look into how much it would cost to work with a business such as Dunkin Donuts on adding a brochure rack in their location. Mrs. Harris asked to be a volunteer to hand out literature.

**New business:**

**Warren County Governing Officials:** Next Monday night Chair Schultheis will be speaking with the Warren County governing officials organization, the county version of the League of Municipalities. She is going to share the recommendation matrix for Grown in Warren. Mrs. Stettler asked her to bring up getting a better response from the municipalities when economic development issues are brought to their attention.

The meeting was adjourned at 9:30 a.m. The next meeting will be **April 11, 2019.**

Respectfully submitted,  
Brittany Nigro