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**STRATEGIC REVITALIZATION PLAN FOR  
WEST MAPLE NEIGHBORHOOD  
CAMDEN, MERCHANTVILLE & PENNSAUKEN  
MINUTES**

Task Force Meeting #2  
January 13, 2011, 10am  
Merchantville Borough Hall

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**ATTENDEES:**

Marvin Gaskill, Merchantville resident	Denise Brouse, Merchantville Clerk
Bill Watson, Merchantville Zoning Officer	Mike Wisnosky, RDG
Larry Cardwell, Pennsauken Econ Dev	Owen McCabe, RDG
John Adams, Pennsauken Zoning Officer	Mara Wuebker, RDG
Terry Carr, Pennsauken Econ Dev	Andrew Levecchia, CCIA

**1. Organizational Framework and Structure**

- a. Task Force Members – Anthony Perno and Marvin Gaskill have been appointed to serve on the task force for Merchantville. No resident or business task force members have been appointed for Camden or Pennsauken yet. Terry and Larry will meet with the new Mayor to discuss task force member appointments. RDG will give Pennsauken a flyer to post on their website/TV/newsletter. The group discussed that the task force needs neighborhood residents and businesses since they have a stake in the neighborhood. It is hoped that the task force will eventually evolve into a grass roots organization that will continue even after the study is complete in order to pursue identified long-term implementation measures.
- b. Monthly Meeting Dates- The Task Force will meet on the 2<sup>nd</sup> Thursday of the month at 10am.
  - i. RDG provided a meeting notice flyer to post and will e-mail copy of flyer to municipalities. The task force meetings are open to the public. However, the group would like to keep the task force to a reasonable number so it can be a working group.
- c. Additional Stakeholders – the group discussed whether there are other stakeholders that should be added to the stakeholder list. Stakeholders will receive updates from time to time and will receive notice of evening public workshops. The task force would like to keep others apprised of what the task force is doing in order to generate interest, support, and political will for changes to the neighborhood. The municipalities will provide RDG with contact info for stakeholders discussed.

## 2. Neighborhood Boundaries

- a. Camden to be finalized – Ed Williams was not at meeting. Camden boundaries will be discussed in the future.

## 3. Actions Items to Launch the Project

- a. Base Data Collection –
  - i. Status of field survey data – Pennsauken provided RDG with field cards. RDG waiting to get field cards from Camden tax assessor. Merchantville completed excel spreadsheet of properties.
  - ii. Confirm zoning districts and redevelopment areas on Zoning Map- Municipalities will review zoning map handout and get back to RDG with needed changes. Route 130 in Pennsauken is redevelopment Area. CCIA prepared a Route 130 corridor plan (not a redevelopment plan). The northern most boundary of the CCIA study was Myrtle Ave.
- b. Neighborhood Survey- Some members of the public may not come to the evening workshop so the survey will provide another forum for public input. The group reviewed the proposed neighborhood survey and made suggested revisions (simplicity, consistent format, fewer qualitative responses, etc). RDG will revise survey and bring back to the group next month. Denise will get in touch with block captains to discuss distributing and collecting the survey. On-line option was discussed, but concerned no way to restrict to members of the neighborhood only. Denise will provide RDG with former Eagleton survey used for NPP.
- c. Logo for Task Force – RDG provided a proposed logo for the task force to use on correspondence, flyers, etc. This will give an identity for the group and will help to brand the neighborhood. Task Force members will review and provide feedback.
- d. Public Workshop- Masonry Preservation Group cannot host the public workshop because their space is not set up for that. It will be held in Pennsauken library or municipal building instead. Task Force members will complete the [www.doodle.com](http://www.doodle.com) survey to show availability for workshop. The group does not want to hold workshop on a night when other public meetings are going on, if possible.
  - i. RDG will facilitate the public workshop by using a planning tool known as a SWOT Analysis (strength, weakness, opportunities, threats). The goal is to get people talking about challenges and

opportunities of the neighborhood and to solicit input on a neighborhood Vision.

- ii. RDG will put together a flyer for the municipalities to post notice in municipal building, put in newsletters, websites, and post in storefronts. RDG will e-mail stakeholders to let them know about the evening workshop.
- iii. RDG will prepare a press release. It should go out to Courier Post, Retrospect, The Trend

#### **4. Administrative Items**

Monthly Time Sheets – The study is sponsored by a federal grant so need to demonstrate community match of in-kind services. Merchantville has provided monthly time sheets. Pennsauken will provide their time sheets as soon as possible. RDG has timesheet for Camden through November.

#### **5. Next Meeting and Upcoming Deadlines Recap**

- a. The next meeting will be on February 10, 2011 in Merchantville Borough Hall at 10am.
- b. Pennsauken will (i) post task force meeting notice and task force recruitment flyers in municipal building, in newsletter, on TV, on website, (ii) appoint task force members, (iii) research library availability for evening public workshop in March based on www.doodle.com results, (iv) provide stakeholder contacts to RDG (police chief, public works, Mayor, Town Watch, Volunteers of America), (v) provide RDG with timesheets, (vi) review zoning map for accuracy.
- c. Merchantville will (i) post task force meeting notice in municipal bldg and website, (ii) finalize third task force member appointee with Mayor, (iii) provide public works stakeholder contact to RDG, (iv) contact block captains re: distribution and collection of neighborhood survey, (v) provide RDG with former survey used, and (vi) review zoning map for accuracy.
- d. Camden will (i) post task force meeting notice and task force recruitment flyers in municipal building and website, (ii) appoint task force members, (iii) provide field cards to RDG, (iv) provide RDG with timesheets, (v) review zoning map for accuracy.
- e. RDG will (i) revise neighborhood survey, (ii) prepare minutes of meeting and send to task force members, (iii) e-mail flyers to municipalities, (iv) review Camden and Pennsauken's field cards and begin entering into

database, (v) review and enter staff timesheet info, (vi) amend zoning map, (vii) update stakeholder list, (viii) prepare agenda for next meeting, (ix) begin preparations for next meeting and public workshop, etc.

- f. All Task Force Members will post their availability (and municipality's availability) for public workshop in March on [www.doodle.com](http://www.doodle.com) link. In the words of Denise, "DO YOUR DOODLE." ☺