

**SALEM COUNTY BOARD OF CHOSEN FREEHOLDERS
STRATEGIC PLANNING MEETING MINUTES
AUGUST 1, 2012
5:00 PM**

The meeting was called to order by Director Acton: Pledge of Allegiance was followed by prayer offered by Freeholder Laury.

Director Acton stated that adequate notice pursuant to the Open Public Meetings Act has been given of this meeting.

On Roll Call, the following Freeholders were present: Deputy Director Laury, Freeholders Cross, Vanderslice, Ware, Timberman and Acton.

ADMINISTRATIVE

R. 2012 - 374

ADMINISTRATIVE

RESOLUTION APPROVING AN AGREEMENT WITH PROACT INC. FOR THE PROVISION TO THE CITIZENS OF THE COUNTY OF SALEM A PRESCRIPTION DRUG DISCOUNT CARD PROGRAM

R. 2012 - 375

ADMINISTRATIVE

RESOLUTION PROVIDING FOR THE INSERTION OF ANY SPECIAL ITEM OF REVENUE IN THE BUDGET PURSUANT TO NJSA 40A:4-87 CHAPTER 159, P.L. 1948
(\$47,000 – LOCAL SHUTTLE SERVICE)

Deputy Director Laury moved for the adoption of these two resolutions, with Freeholder Cross seconding his motion. As there was no discussion, the motion for adoption of the foregoing resolutions carried a hand vote of 6/0.

PAYMENT OF BILLS & CLAIMS

Motion was made by Deputy Director Laury that all Bills and Claims, when properly signed and audited, be paid and charged to their respective accounts. The motion was seconded by Freeholder Vanderslice. The motion was carried by a hand vote of 6/0.

STRATEGIC PLANNING SESSION

The strategic planning session began with an introduction of the facilitator Wayne K. Wittman, Sr. Consultant Emerging Technology & Transfer from PSEG Services Corporation by Michael R. Tuosto, General Manager – Public Affairs from PSEG Services Corporation.

STRENGTHS

Diversity

Rural Character

Location – Gateway to New Jersey

Preserved Farmland

“Rallying Troops” – Do what it takes

Culture & Heritage

HOW TO PROMOTE

Agro-Tourism boom

Wineries

28,000 preserved farmland

Three Forts Ferry

Tourism Art Tours

Concerts

- Involvement students (Vo-Tech/Community College)
- Waterfront
- Rail Line

Transportation – Ride Sharing Opportunities

Industry

- Business link on County Website

DIVERSITY

Culture

City, Suburb, Rural

Local Gov't Board (County interaction w/local)

Travel outside county seat to meet with local residents who cannot come to Salem City

Unifying (County-wide) process

Freeholder liaison with municipalities

WATERFRONT

Riverview

DuPont (and other industry)

Boat slips

Public Water Access

- Promote buy-in

“Discover the Possibilities”

Connection to Delaware Waterfront

Sunset View

Bruce Willis - Screwball Industries

Vision for Development

Positioning for Economic Boom

“Sell” the County (Marketing)

Expand on private vision to make it public too

Make attractive to developers

*FAM tour (Familiarization)

Commercial/Industrial Development

Railroad

DuPont

Nuclear Plant

295 corridor

- Rejuvenate – Gateway Industrial Park
Smart Growth Plan (2004)
- Rejuvenate – County-wide Planning Meetings
- Rejuvenate – Wastewater Plant – Regional
Port of Salem (South Jersey Port Corp)

*Rejuvenate = need funding

Conversion of fleet to utilize resources

Electric recharge station (for cars)

Diversification of Industry

Develop Schools, local businesses for employees

Lt. Governor for state resources

- Partnership w/ 3rd District Legislators

Establish Infrastructure for Growth

*Transfer Development Right (TDR)

Summary

Tying Waterfront to Industry & Development

Rail line infrastructure

Elicit economic support from legislators (Lt. Governor, 3rd District)

Continued preservation of Agricultural Heritage

Link public & private sectors

County & local entities

Engage youth/communities/schools

Develop a living document to guide the future

Consolidation without elimination

Freeholder segmentation of market to create manageable focus

The Gateway to New Jersey

2009: 1) Property tax relief

2) Economic Development

3) Culture & Heritage

4) Preservation

5) Consolidation

Director Acton - Admin decided to do a newsletter and posting on the county website. Everyone received an email from CBSTV 3 they want to come and interview our Clerk of the Board and County administrator.

Clerk of the Board Gage - it's a sales pitch for us to advertise on CBS.

Director Acton, - Ghost Buster Doug Hogate I think everybody received his email he wants to do a ghost tour of Salem County. He just wants to know if he can start. He would use the Old Courthouse just for intro and history and he wants to use Johnson Hall for history of Johnson Hall. It would be a 2 hour tour beginning in Salem and boarding a bus provided by Riverfront Limo stopping at locations for about 10 minutes and finishing at Salem City Café.

There was discussion surrounding a for profit business using the County buildings, liability and security.

Director Acton appointed Freeholders Vanderslice and Timberman, Clerk of the Board Gage and Administrator Ford to a committee to develop a policy for use of county buildings.

Director Acton - last Freeholder's meeting we signed a bill don't know if everybody's aware of it. In 2010 in partnership with the Salem County Improvement Authority for Energy symposium which cost \$22,000. The money came in to us be we didn't pay it and we just paid it in this cycle and just wanted to make everybody aware of what happened.

Freeholder Cross – we solicited a lot of feedback is there a way we can thin out and things that are listed numerous times consolidate this list to remove duplication.

Director Acton - think we have some action items to take care of, like calling the Lt. Governor.

Deputy Director Laury - we need to work on economic development now that asked Salem County Improvement Authority not to move forward we need to take action on that.

Freeholder Vanderslice - can we prepare segmentations and agree what the segments are?

Freeholder Cross - we can narrow it to five and maybe take on one or two.

Administrator Ford - developing a timeframe based on the information that was discussed if these are the things the board wants to do. Well get with Wayne and Mike and try and get some guidance around these things here which are just thought provokers for the Board to think about and give direction on

how the Board wants it to play out. The list is not overbearing and long and I think you can get your arms around some of these things. I think you can kind of peel each one back more.

One thing to give me feedback you had a 2 ½ hour session, give us your feed back

What did you like?

- Outside facilitation and knowledge of government & knowledge of board members
- Public – open to public
- Great food
- Productive – good discussion
Creative & team building
- came up with good ideas/ productive

What would you like to have seen done differently?

- shades/cooler room
- set up economic development plans
- commitment from board to work on action plan
- develop action plan

Director Acton - the next meeting will be August 15 we have a couple people already on the agenda for the workshop and for public portion. How about the first September meeting the workshop be dedicated to revisit this?

Deputy Director Laury - every other meeting we should be working on our plan.

Freeholder Cross made a motion to adjourn seconded by Freeholder Cross and carried by a hand vote 6/0 at 7:40pm.

Respectfully submitted,

Earl R. Gage
Clerk of the Board