

**INDUSTRIAL COMMISSION OF
CARNEYS POINT TOWNSHIP
MEETING MINUTES
JUNE 11, 2012**

The regular monthly meeting of the Carneys Point Industrial Commission was held on the above date at the time of **6:45 p.m.** Commission members Bomba, O'Donald, Pennington and Redfield were present. Also present was J. Proffitt-Secretary. Mr. Merendino and Mrs. Leighty were not in attendance.

Ms. Pennington called the meeting to order; read the **Open Public Meeting Act** and led the **Salute to the Flag**. Roll call was taken and a Quorum was established.

Mr. Redfield motioned to approve minutes from the **May 14, 2012 Industrial Commission meeting**, seconded by Mr. O'Donald and all were in favor.

Under **New Business** Ms. Pennington introduced Cory Sickles of Burning Image Visual Storytellers. Mr. Sickles said he had a conversation with Committeeman Ken Dennis. He said he prepared a video for Putman called "Discover Up Town Pitman". Mr. Sickles said most of the events were Chamber driven. He said about 10 years ago Pitman was a dead town. He also said people like to associate themselves with success. In certain terms you become an "Evangelist" to make the town look as good as possible. You have to promote the town as a solid foundation.

Mr. Sickles said he took a ride around town a few days ago and saw a business park, restraints, water tower, highways and a rail system. Ms. Pennington said there is a regional airport about 10 minutes away in New Castle, DE and an International airport in Philadelphia. Mr. Sickles said he would interview business leaders, community people to see why they are here. Mr. Sickles said a video is a strong way to get noticed. It makes people aware. Mr. Bomba said why he lives here, close to a lot of areas of interest, such as Philadelphia, Wilmington DE, Washington DC, New York City, NY and Atlantic City. He said you can go a lot of places under an hour utilizing numerous major highways, trains, air or water routs and still live someplace that has relaxed living. Ms. Pennington said she would like to see the residential done later. She does not want to promote bringing in residents until the industry comes in. Mr. Sickles said the Industry is the prime focus and residential second. Mr. Sickles said will lead with what will fill factories, open land and affordable land. Ms. Pennington asked how is this going to be marketed. Mr. Sickles said he will assist the Commission in this task. He said the League, newspaper, handout copies, face book page, video on website. He said he will develop a script. The Commission will be involved on all aspects of the making of the video. Mr. Sickles said by using technology and social media to promote town. Ms. Pennington asked Mr. Sickles if his job is to only make the video. He reassured her he will help guide the marketing. Mr. Bomba had to leave the meeting it was 7:30. Before leaving Mr. Bomba mentioned the historical aspect of this area

The Commission asked about the cost of this video and Mr. Sickles services. He said typically it is about \$1,000 per minute of video. He said it will be about a 4 to 5 minute video and will cost about \$4 to \$5 thousand dollars. Any extras will be around \$1,000. Mr. Sickles said he could have a script made in about one week. Would start working on obtaining interviews. In the meantime would be working on area video. He said he could have a rough cut

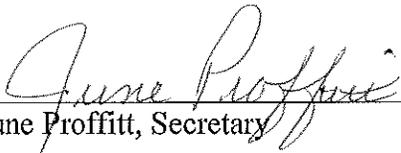
of the video ready in about 2 to 2 1/2 weeks. Mr. Sickles did ask to only deal with one person from the Commission and not the whole Commission. He said this is easier to have one person to bring all the information from the Commission then dealing with a lot of people. The last thing Mr. Sickles said the payment is a 60 / 40 plan. The Commission thanked Mr. Sickles for attending the meeting and for all the information. Mr. Sickles left the meeting.

Ms. Pennington mentioned Frank Vit of WLK Omnimedia who put together a video for the Habitat for Humanity 30th Anniversary is supposed to be attending the meeting in July.

Ms. Pennington asked the Commission members to review the bill list. Motion was made by Mr. O'Donald, seconded by Mr. Redfield, and all were in favor to approve the bill list.

Mr. Pennington opened the meeting up for **Public participation**. There being none this portion was closed and Mr. Redfield made a motion to adjourn, seconded by Mr. O'Donald and all were in favor. The meeting adjourned at 7:50 p.m.

Adopted: 7-9-2012


June Proffitt, Secretary