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**Gouveia, Susan**

**From:** Masser, Michelle  
**Sent:** Tuesday, October 20, 2015 10:14 AM  
**To:** Harris, Laura  
**Cc:** Gouveia, Susan  
**Subject:** FW: League of Municipalities Events

CORRESPONDENCE

*Michelle Masser*

*Township Clerk*

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**From:** Downtown New Jersey [mailto:info@downtownnj.com]  
**Sent:** Tuesday, October 20, 2015 10:07 AM  
**To:** Masser, Michelle <clerkmichelle@mtolivetwp.org>  
**Subject:** League of Municipalities Events



**DNJ LEAGUE EVENTS CALENDAR**

**BOOTH # 0608**

**ANNUAL BOARD MEETING: TUESDAY, NOV. 17 - 2:00PM**

ROOM 318

**DNJ LEAGUE SESSION: TUESDAY, NOV. 17-3:45PM**

# 2015 League of Municipalities Events

ROOM 318

DNJ/ICSC RECEPTION: TUESDAY, NOV. 17 - 5:30  
TUN TAVERN

*October 2015*

## Downtown NJ Officers

**Robert Goldsmith,  
Esq.**

President

*Greenbaum, Rowe,  
Smith & Davis*

**Deborah Hoffman**

Vice President

*Executive Director,  
Passaic County EDC*

**Vivian E. Baker**

Vice President

*Assistant Director,  
NJ Transit*

**Steve Santola**

Secretary

*Woodmont  
Properties*

**Jay Kruse**

Treasurer

DNJ/ICSC SPONSORED RECEPTION

**ICSC & DNJ  
INVITE YOU TO ATTEND OUR  
"AFTER HOURS" EVENT  
AT TUN TAVERN, 5:30pm**



## League Session

***"How to Encourage and Enhance  
Investment in Your Downtown - From  
Infrastructure to Management and  
Marketing"***

Dewberry

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### DOWNTOWN NJ LEAGUE OF MUNICIPALITIES SESSION:

How to Encourage and Enhance Investment in Your Downtown – From Infrastructure to Management and Marketing

Tuesday, November 17, 2015  
Atlantic City Convention Center  
3:45 pm - 5:15 pm - Room 318

#### Overview

This session will introduce municipal leaders to the techniques they should consider to encourage and enhance investment in Downtowns. Panelists will address: how to create a welcoming and safe downtown environment (i.e. design guidelines, policing, Crime Prevention Through Environmental Design: CPTED); best practices of downtown management (i.e. SIDs, marketing campaigns, special events, art in the downtown, etc.); and the retailer and developer strategy to success.

#### Panelists:

Hon. Victor DeLuca, Mayor, Maplewood Township, Moderator  
Paul Camella, Director of Development, WELCO Realty, Inc.  
Marc Parel, President, ARC Properties  
Alex Fanfarillo, Chief of Police, Glassboro, NJ  
Bath Lippman, President Administrative Resources, Inc. and Executive Director, Livingston and Springfield BIDs  
Stuart Koperweia, Millennium Strategies

#### Panel Information:

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