

Vernon Township
EDAC Meeting Minutes
May 19, 2026

Call To Order: 7:00 PM

Statement of Compliance:

Pursuant to the Open Public Meetings Act, adequate notice of this Regular Meeting has been provided to the public and the press on January 29, 2026, by delivering to the press such notice and posting same at the Municipal Building and filed with the office of the Township Clerk.

Flag Salute

Roll Call

Peter Knipe	Heidi Le Bris
Evan Koach	Bruce Campbell
Debra Chase	Paul Bassante
Siedha Holmes	

ATTENDEES: Heidi Le Bris Paul Bassante,
Debra Chase Siedha Holmes (to be sworn in)

DISCUSSION:

- Approval of the overall experience was positive. Paul Bastante identified guest information capture and attendee data collection as an area for improvement for future events.
- Sieda Holmes shared positive feedback regarding the forum and suggested the establishment of liaison relationships with USDA, NJEDA, SBA and other professional resource groups. The intent would be to maintain stronger lines of communication and ensure resources consistently available to Vernon businesses. She also suggested posting speaker contact info and forum presentations on VEDAC.org for continued public access. Committee members were receptive to the idea.
- Heidi Le Bris discussed concerns regarding promotional targeting and outreach strategies, including discussion about where members of the community primarily receive information. Platforms such as VEDAC FB Page (currently at 43 members)--VEDAC.org—and the Vernon Business Network (VBN) mailing list. The mayor is in favor of obtaining an app called “My Vernon” which could be beneficial.
- Debra Chase discussed opportunities to further position future forums toward the solicitation and invitation of investors, developers, and businesses potentially interested in Vernon Township. She noted audience feedback suggesting future events maintain a stronger focus on Vernon Township itself and recommended earlier advertising and outreach efforts targeted toward the business community prior to future events.
- Paul Bassante pointed out branding an “Experiential” message to the public. He pointed out a Recruitment Strategy for: Commercial Real Estate Broker or Agent, Marketing and Digital Expertise, Emerging Entrepreneur or New Generation Business Leader, Community

Connector and Business Network Builder with a target date of August 2026 for seating additional members.

- Vernon Business Network (VBN) discussion was to continue expanding the VBN database and outreach efforts to foster collaboration, discussion and inclusion regarding business related issues. VBN roundtable events may be held quarterly in order to keep the business community engaged and informed.
- Committee members agreed sign ordinance should be next agenda

Public Comments:

David McDermott, Vernon Township Municipal Authority (MUA) discussed upcoming infrastructure work to be undertaken by the MUA as a result of Township initiatives. He expressed the MUA's interest in partnering with VEDAC in order to assist with public messaging and communication throughout the anticipated construction period.

The committee agreed collaboration between the MUA and VEDAC would be beneficial. Contact information was exchanged and Mr. McDermott indicated he would coordinate with the Committee regarding a future meeting to discuss partnership opportunities and communication strategies

Committee members agreed sign ordinance should be next agenda

CLOSE MEETING 8:45