



Joint Newark & Essex County Business and Economic Development Committee

Essex County College- Training Inc.
Thursday, November 1, 2018 at 9:00 am
Meeting Minutes

Attendees:

Jasmyne Beckford, Mitch Cahn, Ida Chimbay, Evanthia Corrado, Barbara George-Johnson, Jonathan Kobza, Angelique Morrison, Bhavna Tailor and Shanequa Wilson.

Meeting Called to Order: Chairperson Mitch Cahn

Mitch Cahn called the meeting to order. A roundtable roll call was conducted to introduce all meeting attendees. August 23, 2018 minutes was approved by Mitra Choudhury and seconded by Joseph Epps.

American Dream - Chairperson, Mitch Cahn

American Dream is a newer model that will meet the demand of the modern consumer in areas such as global retail, destination dining, art, entertainment, technology and hospitality into one ever-evolving experiential complex. American Dream will be 55% entertainment and 45% retail; approximately 3 million square feet. American Dream is the third largest center in North America following West Edmonton Mall and Mall of America.

Mr. Cahn mentioned the American Dream was previously mentioned in 2015 and was expected to hire 25,000 individuals and the goal was to have Newark residents cover a large portion of the hired. Business & Economic Development Committee planned on creating a detailed package with all the benefits of hiring Newark residents which turned into the Resource Directory which would attract any and all businesses.

Mr. Cahn advised the American Dream is scheduled to open in May 2019. Mr. Cahn mentioned that he took a tour and it is 80% done and cost \$2 billion dollars. The mall will provide the first indoor ski and snowboard park in the Western Hemisphere. DreamWorks Indoor Water Park will be open 365 days a year, Nickelodeon Universe Theme Park, Observation Wheel, Sea Life Aquarium, Legoland, NHL regulation sized year round ice skating rink, the only Kidzania in the tristate area and lastly CMX Luxury Theatre Complex that will host 12 duo screens, dine-in cinemas with private viewing rooms, oversized seating in 4D.

The American Dream once finalized and opened to the public is expected to hire 26,000 individuals. Mr. Cahn advised the committee should strategize on how to get Essex County residents as the top picks for these jobs, therefore, Mr. Cahn requested that the committee review the Resource Directory and choose which grants would pertain and be more appealing.

The Committee came up with ideas on how to get involved and the following was mentioned:

- Contact a representative of the Meadowlands Chamber
- Contact Meadowlands Liberty Convention Visitor Bureau (MLCVB)- (Judy Ross & Jim Kirkos)
- Contact Sandra Bleckman, Director of Retail, Hospitality & Tourism Talent Network
- Find out who is appointed to the Governor's Office?
- Find out who are the retailers?
- Proper partnership such as La Case de Don Pedro, DVR, WIOA Placement, Urban League, My Brother's Keeper, Bridges Outreach, Youth Build etc.

The Property Management Entity is 555 which operates the biggest malls and expected to service 30 million consumers a year.

Apprenticeship Grant- Chairperson, Mitch Cahn

Mr. Cahn advised that after thorough review of the grant that he received it was not a well thought out grant. Many loopholes and little to no outreach to appropriate parties that would provide important feedback.

Mr. Cahn advised that the jobs involving such grant are entry-level jobs and that may only require individuals with work readiness credential. The goal is to reach out to the Apprenticeship Office and provide them with the proper feedback they require or may not be aware of. As well as, potentially inviting a representative to a Business & Economic Development Committee Meeting.

Mr. Cahn asked Ms. Beckford to add a calendar on the Newark Workforce Development Board's website and include a tab that will list all the job fairs in the area.

Mr. Cahn adjourned the meeting.

Next meeting is scheduled February 21, 2019.