

**RESOLUTION NO. 17-164**

**RESOLUTION OF THE MAYOR AND COUNCIL OF THE CITY OF WOODBURY,  
APPLYING TO BECOME A 'CLASSIC TOWN OF THE GREATER PHILADELPHIA REGION'  
THROUGH THE DELAWARE VALLEY REGIONAL PLANNING COMMISSION'S (DVRPC)  
REGIONAL COMMUNITY MARKETING AND ASSISTANCE PROGRAM**

**WHEREAS**, the Delaware Valley Regional Planning Commission (DVRPC) has created a regional community marketing and assistance program known as the Classic Towns of Greater Philadelphia Cooperative Marketing Program; and

**WHEREAS**, the Classic Towns Program works toward determining communities' marketing and community development needs, promoting social, economic, institutional, and aesthetic amenities; defining the target markets for residential and commercial investment; creating a marketing strategy that promotes a positive image of the region's classic communities; and encouraging municipal participation; and

**WHEREAS**, DVRPC may designate a Classic Town after the community has achieved the Classic Town criteria established by DVRPC; and

**WHEREAS**, the Classic Town criteria include: (1) a medium-high or high transit score; (2) population loss between 2000-2015; (2) forecasted to lost population between 2005 and 2040; (3) a designated Main Street; (4) Philadelphia core city or regional center; and

**WHEREAS**, once a municipality has been identified as a Classic Town, DVRPC will provide that municipality with (1) access to the regional campaign website; (2) Marketing Design toolkits; (3) participation in workshops; (4) DVRPC staff assistance; (5) access to special information meetings, educational programs, and research information; and

**WHEREAS**, the governing body of the City of Woodbury desires to apply to become a Classic Town of the Greater Philadelphia region and make the required two-year participation commitment at the cost of \$2,500 per year;

**NOW THEREFORE IT BE RESOLVED** by the City Council of the City of Woodbury, in the county of Gloucester, State of New Jersey, that the City of Woodbury desires participation in the Classic Town program; and

**BE IT FURTHER RESOLVED** that the City Council of the City of Woodbury is committed to marketing and is willing to promote our community's social, economic, institutional, and aesthetic amenities; and

**BE IT FURTHER RESOLVED** that the City Council of the City of Woodbury hereby commits to the implementation of the marketing campaign and the vision presented by the DVRPC; and

**BE IT FURTHER RESOLVED** that the City Council of the City of Woodbury has identified Administrator, Scott Carew, who is knowledgeable in planning, development, and the community, to be the primary contact person to DVRPC throughout the duration of the two-year commitment; and

**BE IT FURTHER RESOLVED** that if designated, the City Council of the City of Woodbury will strive to (1) retain and attract new downtown businesses; (2) build new relationships with local media outlets; (3) improve connectivity to transit; (4) preserve historic and architectural integrity of the community; (5) offer a diversity of housing choices; and (6) provide opportunities for community members to participate and attract new visitors; and

**BE IT FUTURE RESOLVED** that in the event that DVRPC determines that a designated Classic Town no longer complies with the program requirements and criteria, the Classic Town may suspend or withhold program benefits.

**ADOPTED**, at a regular meeting of the Mayor and City Council of the City of Woodbury held on October 10, 2017.

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Tracey Parker,  
**Council President**

ATTEST:

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Daneen Fuss  
**City Clerk**

<b>Council Member</b>	<b>Ayes</b>	<b>Nays</b>	<b>Abstain</b>	<b>Absent</b>
Councilwoman Carter				
Councilman Fleming				
Councilman Johnson				
Councilman McIlvaine				
Councilwoman O'Connor				
Councilman Reddin				
Councilman Swanson				
Councilwoman Tierney				
Council President Parker				
Mayor Floyd				

**CERTIFICATION**

I, Daneen D. Fuss hereby certify that the foregoing Resolution was adopted by the City Council, of the City of Woodbury, in the County of Gloucester and State of New Jersey at a meeting held on **October 10, 2017** at the Municipal Building, 33 Delaware Street, Woodbury, New Jersey 08096.

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Daneen D. Fuss  
**City Clerk**