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TO: Chairman, John Zebrowski & Commissioners
FROM: Himanshu Shah, Executive Director
DATE: May 15th, 2025
SUBJECT: Executive Director's Report

1. SERA Main Street Outreach

The Sayreville Economic & Redevelopment Agency (SERA) hosted two public outreach sessions on April 22 and 23, 2025, as part of its ongoing efforts to engage the community in the revitalization of Main Street. These sessions were designed to present conceptual improvements and gather feedback from local residents and business owners. The presentations included potential streetscape enhancements, pedestrian safety improvements, and aesthetic upgrades intended to foster a more vibrant and accessible downtown environment.

Overall, community feedback was constructive and largely supportive of the proposed improvements.

2. 2025 RFQ for Professional Services

SERA released its 2025 Request for Qualifications (RFQ) for Professional Services on April 15, 2025. The RFQ solicited submissions from qualified firms in various disciplines, including legal, engineering, planning, architectural design, and other technical specialties critical to the agency's mission.

The submission period closed on May 6, 2025. All received qualifications are currently under internal review.

3. River Road Property

As discussed in the workshop, SERA conducted an on-site visit of agency-owned property located along River Road in coordination with engineers and planning consultants. The purpose of the site visit was to evaluate the feasibility of a potential commercial development on the parcel, specifically the establishment of a waterfront restaurant and/or tiki bar.

4. SERA Website and Digital Presence – Initial Consultation with Apptegy

As also discussed in the workshop, SERA has initiated discussions with Apptegy, a digital solutions and web hosting provider, to explore the redesign and modernization of the agency's website. The goal is to enhance SERA's online presence, streamline public communication, and provide easier access to redevelopment updates, meeting information, and public documents.