

Economic Business Development Meeting Minutes
October 30, 2019

The October Economic Business Development Meeting kicked off at 7:05 by Council Chair, Deana Gunn.

Attendance:

(Present) Deana Gunn
Brian Livesey
Alaina Acosta
Jennifer Jordan
Jay LoBosco (guest)
Linda Martin

(Absent) Brett Cannon
Jeremy Szoc
Anthony Caltabilota

- Jay welcomed as guest – to be nominated to Commission on Nov. 6th.
- September meeting minutes were presented and approved.

Old Business

- Matawan Day - Great weather, new attractions and advertisement brought out the largest crowd ever – guessing 3,000 people. The bands were a big hit although people did not know they planned to continue playing past 5:00. First year that Maloney’s patio was open; should be better attended next year. Megan of Maloney’s wants to have the patio fully operational by Spring. Also, next year, we may want to have an area for photo ops with hay bales, etc.
- Small Business Saturday – Hoping to tag onto Turkey Trot to continue the day. Banners & flyers distributed to participants to announce the SBS stores & restaurants who are a part of the day
 - o Rally businesses to get them to give discounts
 - o Maloney’s will open early and give a prefixed menu \$20 to include soup, a sandwich burger or salad and beverage (beer or soda). Contestants will need to bring bib for discount – also need to show bib for discount at businesses giving discounts
 - o Looking into getting commemorative glasses for the beverage
 - o Discussion about the “decorate a snowman” contest; can use cutouts instead of 3 dimensional; can be made out of corrugated plastic or recycled election signs. Perhaps the lumber from the election signs can be used or placed along Main St. in dirt with trees. The limit will be 13 snowmen put together by groups and/or businesses. Suggestion that sign up can be at Library
 - o A second contest suggestion is “decorate a window” to encourage businesses decorating for the holidays. Winner can be announced at the tree lighting.
 - o Looking into food trucks for the day as well to get people to go back down Main Street. The Zeppole Guy and Louie’s Sweet Treats from Matawan Day are suggestions. Linda to contact them and Lainey to look into other dessert trucks. Deana to find out if fees can be waived for the day. It was suggested that the trucks be placed in front of empty storefronts by barbershop. Since service has to be from

Small Business Saturday (cont'd)

- sidewalk, it seems that there would be enough room. We need to establish set up time and if it is feasible because they will not be able to get onto Main Street to set up until race is over.
- Deana mentioned that Turkey Trot proceeds go to parks and that there are 600 runners so it is a great fundraiser for Matawan
- Lainey has been in touch with American Express to get the Small Business Saturday physical kits to give out to the participating businesses
- Cathy Zavorskas, Matawan's Public Relation Officer, is setting up Constant Contact to communicate with businesses. This will enable us to send announcements, flyers, etc to businesses.
- Streamlining New Business Application Process on hold until the new year

New Business

- Confusion to starting a new business in Matawan led to two businesses not being registered with the Borough and only found out when they asked the Chamber for ribbon cuttings. There may be many more businesses in town under the radar due to lack of knowledge of rules.
 - Lainey suggested a landing page on the website for starting a new business in Matawan – "Why Matawan" and list the steps.
- Conducting ribbon cuttings by the EBD is something that can be discussed in the new year
- News on Main St. businesses – A Salute (new name for Bart's) is coming along and should be ready to open soon. Victoria's Cozy Corner has sign in window "diner for rent", speculation on whether she sold or still owns building. Per Jen, the owner of the bike shop has a vision of turning his extra space into a coffee shop, BYOB, place to go to hang. Main St. needs music and bands to bring people downtown.

Next Year

- There will be an opening for another person, possibly two. The makeup of the Commission is 4 residents, 2 business owners, 2 to 3 council members and 1 recording secretary.
- The EBD will look at other business alliances in neighboring towns to get some ideas for the Commission. We will try to get someone in to speak at a meeting. Discussion about businesses being willing to pay an extra tax to put money back into the town. There needs to be incentives for businesses to oblige

The meeting was adjourned at 8:15 pm

Respectfully submitted,
Linda J. Martin
Recording Secretary
Economic Business Development Commission