

Economic Business Development Meeting Minutes August 22, 2019

The August Economic Business Development Meeting was called to order at 7:15 by Council Chair, Deana Gunn.

Attendance:

(Present) Deana Gunn
Brian Livesey
Alaina (Lainey) Acosta
Anthony Caltabilota
Linda Martin

(Absent) Brett Cannon
Jeremy Szoc
Jennifer Jordan

- Motion to approve minutes of July 25, 2019 made by Lainey; seconded by Brian; all in favor.

Old Business

- Matawan Day
 - o Anthony mentioned that he went out on Main St. with Cathy Zavorskas to try to obtain more sponsors for Matawan Day. They received positive responses and are awaiting answers.
 - o In an effort to be more interactive for sponsors, the Matawan Day committee is looking for sponsors for eating contests. Per Linda, this would bring added value to Matawan Day. She mentioned that Maloney's already signed up and that they were hoping for DiBari's to also sign up. Lainey brought up that there will also be pumpkin decorating available, again bringing added value to Matawan Day
 - o Anthony spoke about prizes and a trophy and mentioned that they were looking for a speaker system so he could emcee the contests and be heard in different areas of Main Street.
- Streamline New Business Application Process
 - o This will depend on the results of the Government Strategies Group which was brought in to Matawan to review operations, etc. Per Deana, they are presently in the information gathering stage and will delve further into it in September.
- Small Business Saturday
 - o A little early for the sponsor (American Express) to have materials ready. Look at again in September

Old Business (cont'd)

- Bayshore 2020
 - o in the midst of gathering town's information. Deana said that Matawan submitted or will be submitting Matawan Day, Ghost Tours, Turkey Trot and that the Historical Society was trying to put an annual shark attack event together. They will be referring to the town's websites and Amanda Stone, the Director of Tourism, will market the Bayshore at trade shows.

New Business

- Small Business Stimulus Package introduced as an idea by Brian at last meeting was presented to the Borough and approved. It is awaiting resolution to be in effect through Dec. 31, 2020. This includes a waiver of permit fees for small business to open in Matawan in buildings less than 2500 square feet, vacant over a year and in the Rehabilitation area which Deana said is from Terhune Park to the old QuikChek
- Trick or Treat on Main Street – Lainey mentioned that she and Doug from The Geekery were hoping to put together a Trick or Treat project on Main Street and get as many businesses involved as possible in order to bring parents and kids onto Main Street. The question was brought up whether or not this would actually be on Halloween or before. Lainey thought on Halloween. Deana said that Trunk or Treat this year would be held at the Community Center – a change from in the past when it was held at Ravine Drive school. This will be on the Saturday before Halloween. Another idea that Doug was trying to get in the works was something for teenagers, like a treasure hunt.

Other Business

- Main Street Upgrade
 - o Everyone agreed that the new curbs on Main St. look great. Deana said the paving will begin as soon as curbs are done.
- The meeting was adjourned at 8:05 pm

Respectfully Submitted,

Linda J. Martin
Recording Secretary