

Economic Business Development Meeting Minutes
June 27, 2019

The June 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
Jennifer Jordan
Anthony Caltabilota
Linda Martin

(Absent) Brett Cannon
Jeremy Szoc

- Motion to approve minutes of May 23, 2019 meeting with change noted by Lainey #Chose Matawan should be #Choose Matawan.
- Anthony made motion to approve, Brian seconded, all in favor

Old Business

- Make Music Day
 - Deana thanked Lainey for all her efforts to put together Make Music Day which she pulled together with very little time
 - Deana thanked Anthony for stepping up to be the first sponsor.
 - Sponsors (business participants) Doug from The Geekery and Paula from Tiffani's Vintage Closet were both very happy with the event and mentioned that people were talking about it afterwards. Jen heard positive comments about it at the Matawan Historical Society BBQ on Monday.
 - There were spectators at all events. The most successful were outside as people gathered and drivers were slowing down to see what was going on.
 - Next year will be on a Sunday since it is always coincides with the Summer Solstice and it is a leap year. It can be an all day event and hopefully more businesses will get involved
- Streamline New Business Application Process
 - This is worth looking into to make the process easier for a new business to "choose Matawan" and once they have gone through the process help them along with a "Welcome to Matawan" packet. There is presently too much paperwork.
 - Deana asked if anyone would be willing to spearhead this project. Anthony mentioned that he would be glad to help.

New Business

- Matawan's 4th of July Fireworks Celebration will be held this Saturday beginning at 6:00 at the lake. Aberdeen's will be the following Saturday. There is new entertainment this year at the house by the lake, including Karaoke. Lainey signed up to perform but did not know what time.

New Business (cont'd)

- Linda spoke with Grace from Borough about getting an email account for the Commission. It was decided that one email for the Commission was best without anyone particular name. We would call it something that people would know who sent it. Although it is long, economicbusinessdevelopment@matawanborough.com would be descriptive and could be used by anyone on the Commission. We could send it through Mail Chimp or separately. Linda will follow up with Grace.
- Small Business Saturday
 - Lainey looked into it and found that it was normally run by a community leader who is coordinator to reach out to businesses in the area. They (American Express) provide the branding and promotional material and the community is left to its own devices for advertising and promoting
 - It should be tied in with Turkey Trot. Daria of Rec Department can mention it to businesses when she solicits for sponsorships. Linda asked about the funds raised at Turkey Trot. Deana explained that it is used to support the parks in town or each year something special is done with what is left after tshirts, advertisement, medals, etc. An example is the flags on Main Street. Linda felt that businesses should be aware of some of the things that the sponsorship funds support and they would likely get more sponsors.
 - We should see about including Small Business Saturday on the banner and advertisements.
 - Ideas for Small Business Saturday were a Holiday Stroll which they do in Lake Placid suggested by Brian, carolers strolling down Main Street, a fire pit at Pocket Park where people can make smores, advertisement of sponsors by way of mile markers along TT route.
- National Night Out – August 6th
 - This could be Main Street oriented. Lainey suggested that things could be done during the day to bring traffic to Main Street. Jen suggested a face painter. Each business could figure out how they want to promote their own business.
 - The full day should be about PBA. Lainey suggested that perhaps businesses would want to donate a portion of daily proceeds to PBA.
- Matawan Day – October 5th (rain date Oct. 6th)
 - Linda asked if the Borough would allow the festivities to continue beyond 5:00 because there are so many bands and entertainers interested in participating. Main Street would need to open though so it would have to be in park or continue at Maloneys. Vendors could move down to park but that is not practical. The Chamber should speak to Florin about having the entertainment continue on his property
- Main Street Upgrade
 - Main Street is getting plenty of attention. People are starting to look at it
 - Deana said that the curbs should be started within the next 30 days. Signs will be posted. Paving (by County) will be afterwards.
- The meeting was adjourned at 8:30 pm

Respectfully Submitted,
Linda Martin
Recording Secretary

