

## Economic Business Development Meeting Minutes May 23, 2019

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

### Attendance:

- (Present)      Deana Gunn  
                    Brian Livesey  
                    Alaina Acosta  
                    Jeremy Szoc  
                    Linda Martin
- (Absent)        Brett Cannon  
                    David Vergaretti  
                    Anthony Caltabilota  
                    Jennifer Jordan

Introduction of Linda Martin as Recording Secretary and representative from Chamber of Commerce

### Old Business

- Letter to businesses in town was finalized after it was ok'd by Jeff Pantelas, President of the Chamber of Commerce. It was emailed on Monday, May 20<sup>th</sup> to all businesses that had provided their emails to the Borough. All others were mailed a hard copy on Tuesday. Deana Gunn received a positive response from Affordable Remediation and read it to the Commission
- Brian Livesey mentioned the Kat Shack liquor license should be available if they are issued per population. Deana will see what she can find out.
- Make Music Day (June 21<sup>st</sup>) Lainey Acosta will put together a starter letter.
  - o There should not be problems getting bands to play. Linda asked if the bands were paid and was told that on Make Music Day the artists all perform for free, for the exposure. She mentioned that there were several bands that play Matawan Day for free but that the Chamber tips them. Most will probably still just play for exposure.
  - o Perhaps the bands can be sponsored by some of the stores that they would play in front of or a business may want to be a major sponsor for a general area. In turn, their business would have their business advertised on a sign out and could have a table promoting their business. Places mentioned for the large general area and maybe a band for the evening were Terhune Park, Library, field next to Maloney's, First Presbyterian Church. Jeremy said that FPC had plenty of parking which would be needed.
  - o How to get the word out – Facebook, other social media, flyer, virtual backpack; No other town in the area does it so it should bring people into town

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- Need to check for permits & stage. Linda thought there was a stage that they used for Matawan Day from Rec Dept. Deana to check with Daria (Rec Dept.) to see if it was rented.
- Since it is only three weeks away some of these ideas, like sponsors and fundraisers, may be for the future and a scaled down version this year.
- Cartoon Map – Jen looked into it and it was extremely expensive. The size of map was discussed – trifold seemed the most popular. If a map of all businesses in town were featured, it probably wouldn't fit because Matawan businesses go from St. Clement's on 79 to past the train station on Main Street plus all the businesses on Highway 34. It might make sense to have a small version for Small Business Saturday and the businesses involved can be featured. Linda mentioned that it was difficult getting businesses to pay for ads in the Chamber directory and that anything over \$100 might not be reasonable. We could save money by using a local graphic designer and a local printer.

## New Business

- Art/Statue Installations – Brian to look into for around town – Grounds for Sculpture
- Welcome Letter Packet to new businesses
  - Welcome from Commission - Thank you for choosing Matawan - #Chose Matawan
  - to be followed by welcome by Chamber of Commerce with invitation to join.
- The Commission will take a table at Matawan Day – have to figure out coverage – Jeremy can take a couple of hours, others can take turns.
- June 8<sup>th</sup> Kids Fishing Derby – exempt from fishing license
- Lainey suggested a fall/winter activity to keep interest, maybe a scarecrow contest like they do in Cranbury; groups such as Girl Scouts, etc, can put together a scarecrow entry which will be displayed along Main Street for a period of time and people can vote. Brian also suggested that some towns paint scenes in store windows.
- Deana to attend a Chamber event to present the EBD – probably the luncheon at Pride of the Sea on June 4<sup>th</sup>
- News on developments on Main Street – when will they finish – can only keep asking
- Bids on train station development; RIQ's for Preliminary
- Minutes from April 25<sup>th</sup> Meeting were approved with correction to typo in Jen's name
- The meeting was adjourned at 8:30 pm

Respectfully Submitted,

Linda Martin  
Recording Secretary