

Economic Development, Business & Redevelopment Commission Meeting Minutes  
November 24, 2020  
Virtual Meeting via GotoMeetings

Meeting was called to order at 7:05 by Council Chair, Brian Livesey

Attendance:

(Present)	Deana Gunn	Linda Martin
	Brian Livesey	Jennifer Jordan
	Jay LoBosco	Anthony Caltabilota
	Dean Fazio	

(Guest) Cathy Zavorskas

(Absent) Nick Reeve                      Lainey Acosta

Meeting called to order at 7:10

Minutes of Oct. 22<sup>nd</sup> meeting presented; Jen made motion for approval, Brian seconded, all approved

## OLD BUSINESS

### Chamber of Commerce

- Linda reported that the Chamber recently sent out a notice that the State of NJ raised its discount on PPE equipment to 65% starting today and ending on December 10<sup>th</sup>.
- Chamber will not be holding any more in person networking events with the exception of a hike in Cheesequake Park scheduled for December 3<sup>rd</sup>. The next virtual event will be on December 8<sup>th</sup> with the Executive Director of the NJBAC as the guest speaker.

### Shop Small

- Cathy has visited retail businesses to get them involved in Small Business Saturday and to drop off kits. Only one business had responded and requested a kit – The Geekery. She gave Juice Life some suggestions on corroborations with other Main St businesses, for example, advertising their organic coffee. Also, she suggested that they have better signage.
- Spotlight on Business continuing – next business to be featured is Progressive Health whose owner also owns the vegan restaurant on Hwy 34.
- American Express provides many props and ideas for Small Business Saturday such as posters for windows and games and suggestions of theme nights in town. This is something to work towards for next year. It should start to be organized months before. It will also be the 15<sup>th</sup> anniversary of the Turkey Trot.

### New Businesses in Town

- Jen reported that the owner of the old Gulf Station property is putting a second fence around the property. Linda mentioned that a new business moved into 95 Main St. – Angry Apples Marketing who came to Matawan from New York. Another new business license issued was to Key Food - same owner of 126 Main St. Key Food is the parent of Food Emporium, but it is highly unlikely that it will be opening soon.
- A Salut will be holding a soft opening and ribbon cutting on Saturday. They will then open for take out and limited dining. The Grand Opening will be in spring when it can be properly celebrated.

## Other

- Facebook reach excellent (in the thousands) of both the Ghost Nation filming at Burrowes Mansion and Matawan as one of Safest Towns in America.
- Holiday Business Promotion – via social media by posting pictures of businesses on Facebook, posting ribbon cutting of A Salute, Borough can post links to stores and restaurants for online ordering and online sales for participating businesses. Could be promoted in categories, such as hair salons, accounting firms, etc.
- Decorating of homes contest has been advertised; we will try to tie in businesses next year. Holly Jolly Holiday show will be virtual this year with performers at Terhune Park and streamlined on Facebook or YouTube for the community

## NEW BUSINESS

- Soup Kitchen 411 – Deana reported on town's involvement – purchased meals in town and distributed 150 meals in 20 minutes. They are looking for 300 meals in a couple of weeks. Food insecurity is up 40% in Monmouth County.  

The Chamber of Commerce may approach supermarkets and ask them to put out carts to collect food for the local food pantries and will be collecting monetary donations.
- Brian prepared a spreadsheet of realtors but is missing email addresses which he will try to get and send them out a group email. Jen offered to help him via Google docs. He will submit the spreadsheet to Scott Carew and Town Council for approval.
- Brian posted a Business Wish List on Google Docs for all members of the Commission to update. Jen reached out to Rook & Surf Taco, neither are presently looking to open new stores.
- Cathy reported on Steps to Open a Business on Matawan website. Steps need to be coordinated. There are too many documents and the site should be decluttered. It is overwhelming to a potential business thinking of opening here. Dean offered to develop a flow chart once the process is streamlined by eliminating and combining steps. Council is looking at shared services. Keansburg is a good example.
- Jay visited businesses in Englishtown to see about interest in moving to Matawan. This was hindered by not having a place to direct them for more information because of the confusing business steps on the Borough website. Perhaps a separate Facebook page or an Economic Business Development page on the website would help.

Next meeting Thursday, December 17<sup>th</sup>  
Meeting adjourned at 8:35

Respectfully Submitted,

Linda Martin  
Recording Secretary  
Economic Development Business & Redevelopment Commission of Matawan