

Economic Development, Business & Redevelopment Commission Meeting Minutes February 27, 2020

The February EDBR Commission Meeting was called to order at 7:05 by Council Chair, Brian Livesey.

Attendance:

(Present)	Deana Gunn	Linda Martin
	Brian Livesey	Cathy Zavorskas (guest)
	Jay LoBosco	Jason Peist (guest)
	Dean Fazio	
(Absent)	Lainey Acosta	Jennifer Jordan
	Anthony Caltabilota	Nick Reeve

- Minutes of January meeting presented and approved.
- Guests introduced – Cathy Zavorskas, Matawan Borough Information Officer
Jason Peist – business owner (architect) in town

OLD BUSINESS

Make Music Day – Sunday, June 21st

- Deana explained to guests attending the meeting that MMD was an international day celebrating a corroboration of local businesses and musicians. Lainey arranged it last year as Matawan's first time participating and will be working on it this year. She already has bands which she will present progress at next month's meeting.

- o Suggestions made to close Little Street. Council will look into the closing of the street with Chief Falco of Matawan Police Dept. It would be the main stage & acts could perform there and at individual venues.
- o Look into getting sponsor and vendors for Little Street if approved.
- o Email to businesses to get participation. Jay volunteered to visit businesses with flyer to follow up on email.
- o Not limit to Main Street – involve other shopping centers in Matawan

AMEX Resource Center – sent an email to us – We should make businesses aware that this resource center exists. Notice to be sent to businesses before/after Small Business Saturday

Chamber of Commerce– presently has over 190 members.

- Status Meeting was attended by Brian as Council & EBD Rep. He was particularly impressed by the newly formed Outreach Committee and the Chamber getting involved with the surrounding community

- B2B Connect - Multi-Chamber Meeting on March 31st with Grow with Google as speaker.
- Matawan Day to be held Oct. 3 (rain date Oct. 4); - suggestion of new business package for 1st year in business; Jason mentioned that as a business owner he may have wanted to put out a banner for his business but sponsorships were not affordable. It was mentioned that businesses should take table spots to showcase their business as they were much more affordable.

NEW BUSINESS

Open Meeting of EDBR Commission – March 26th

- Introduce EDBR Commission to businesses at meeting. Email was sent to all businesses when the Commission was original formed but many did not receive. Several businesses signed up with their accountant's email address to pay license fees and unsubscribed. Others are not receiving the email.

- Purpose of meeting is to let businesses know that the EDBR is here for them

- What are the things they hope to see;
- Try not to make it a gripe session
- What are the challenges;
- Bring in new business and help those that are here

- Cathy to prepare a flyer to email to businesses inviting them to meeting. Jay volunteered to distribute flyer to help promote the meeting. He asked about a border map for Matawan.

Borough Audit (Management Review Report)

- Purpose was to improve the process – awaiting approval

- Welcome package – businesses to advertise
- Start online process

- Master Plan - up every 10 years – awhile away

New Business – Driving new businesses into town

- Hurdles

- property owners don't live here or own a business here
- government bureaucracy
- no liquor licenses available (funeral home to sell theirs)
- BYOB restaurants but no liquor stores
- Zoning – small business; residential district – penalized for registering home business
- FAQs not clear on website

- Ideas -

- Reach out to business not in town (Dean tried to speak to someone at Rook without success and will continue to try; Cathy can get him a phone number)
- Reach out to commercial realtors – what can we offer; what will Matawan look like in 3 – 5 years. Ask the realtors of vacant spots – what will it take to get spots filled; how much is rent; be proactive
- Jason suggested an informational kiosk with pamphlets, etc in center of town - a suggestion was made for it to be by the lake in enclosed information center or also gazebo at Community Center. He also said we need gym in town
- Patch – business spotlights
- Website – new business link to be revamped
- Business cards, pamphlets – would ease the approach to businesses
- Resurgence of small stores
- Colonial Shops owner is looking to fill spots
- Restaurant Week in Matawan & Aberdeen

- Need a Matawan identity like Keyport's antiques; suggestions art exhibits, pool hall, date night destination. Tagged by Jay as "Creating a Vibe"
- Specific Renovations in Town
 - Espositos relocating across street – renovations continue
 - The owner of A Salut is hoping for 2 -3 week opening – permit issues.
 - Victoria's Cozy Corner did some work, paint & new windows. They are fixing up building and want to rent it out.
- The meeting was adjourned at 8:15 pm

Respectfully Submitted,

Linda Martin
Recording Secretary
Economic Business Development
Commission of Matawan