

Economic Development, Business & Redevelopment Commission Meeting Minutes  
April 22, 2021  
Virtual Meeting via GotoMeetings

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

Attendance: Brian Livesey Linda Martin  
(Present) Jay LoBosco Jennifer Jordan  
Anthony Caltabilota Lainey Acosta

Guest: Cathy Zavorskas

Absent: Dean Fazio Nick Reeve Stephanie Buckel

Minutes of Feb. 25<sup>th</sup> meeting presented; Jay made motion for approval, Jen seconded, all approved.

## OLD BUSINESS

### Chamber of Commerce

- Linda reported that outdoor networking is back beginning with Happy Hour at Alternate Ending Beer Co on April 28<sup>th</sup> followed by Happy Hour at Mediterranean Chateau on May 13<sup>th</sup>. Chamber prepared a survey to see how people felt about indoor dining, outdoor dining and other networking events. It will be sent out tomorrow.
- The Installation of Board Members will be on June 22<sup>nd</sup>. Both mayors of Matawan and Aberdeen will officiate. There were five members who submitted their names to be considered for the one open board position.
- Phase 4 of the NJEDA Grant program pre-registration began on April 19<sup>th</sup> and continues through April 29<sup>th</sup>. It is open to restaurants, childcare facilities, micro-businesses and small businesses. The Chamber recommends that all eligible businesses apply.
- Brian mentioned that restaurants in town received funding in the NJEDA Sustain & Serve NJ program and he was hoping to get more involved.

### Events

- Matawan Day will hopefully be held on Oct. 2<sup>nd</sup> but will need approval from the Borough Council and Office of Emergency Management to proceed. Jay felt that the town needed it this year and it could be improved upon with more vendors selling products (as well as the regular locals wishing to promote their businesses). He said there are people to hire who will bring in quality vendors. Depending on cost, maybe we can look into it for this year.
- The Borough is hoping for a scaled down 4<sup>th</sup> of July celebration
- There will not be a Memorial Day Parade this year, but there will be a ceremony at Veteran's Park similar to last year.

### Hand Out

- Sample was emailed to Commission of a 3-page fold out prepared by Cathy. Brian asked for input. It was a great start but needed some tweaking like a larger map, elimination of repetition. Everyone liked name, colors and historical Matawan concept. Jenn offered to do a little graphic design work on it. The map should highlight parks, lakes, public areas.
- Purpose of hand out – originally intended for realtors with a focus on bringing businesses downtown. It can also be used as giveaways and placed in stores, library, post office, kiosks on parkway. It will be used as a sales pitch to come to Matawan.

- Cathy mentioned that perhaps we could get a sponsor to pay for brochure. She suggested A Salute.

## Website

- Per Jay, the website needs a place for business owners to go to similar to the page for residents. It should include testimonials so when the Commission goes to talk to businesses about coming to Matawan, they can direct them to the website. Brian mentioned that we had started to address this last month and the EDB page would be a good place for it.

## Lakeside Dining

- Begins May 21<sup>st</sup> to the end of June, then begins again in mid-August until October. Three music groups have been lined up.

## Farmer's Market/Maker's Market

- Jen and Jay have been in contact with woman from Bell Works Farmer's Market. We need to have approval for space and a farmer in order to move ahead. Places suggested were Terhune Park, Hourihan Field, Jackson St. Park, Bank of America parking lot. It was agreed to start out with Terhune Park
- Brian will get approvals from Borough Administrator and Borough attorney.
- Jay will check out farmers – suggestions were Samaha Farms and a farm on 516
- Cost could be a factor

## NEW BUSINESS

### Environmental Commission and Shade Tree Commission

- Townwide clean up this Saturday. They will also be giving away saplings in Terhune Park
- There will be a planting of a tree in Terhune Park dedicated to the late Councilman Dave Vergaretti
- Saturday will also be the placing of a flagpole at the Johnson Ave. Cemetery. It is being sponsored by Quality 1<sup>st</sup> Basements

### Make Music Day

- Lainey reported that she will be keeping it simple this year, It is on a Monday and most businesses are open. She will speak to local businesses and will be looking for amateur musicians. She will also submit registration to the Make Music Day Alliance.

## OPEN

- **Matawan Means Business** Campaign – Cathy to consult with member of the Cranbury Advisory Council as to the success of their questionnaire. She wants to know if there were any conflicts or complaints.

Meeting adjourned at 8:15

Respectfully Submitted,

Linda Martin

Recording Secretary

Economic Development Business & Redevelopment Commission of Matawan