

Economic Development, Business & Redevelopment Commission Meeting Minutes
June 3, 2021 (postponed from May 27th)
Virtual Meeting via GotoMeetings

Meeting was called to order at 7:10 by Council Chair, Brian Livesey

Attendance:	Brian Livesey	Linda Martin
(Present)	Jay LoBosco	Dean Fazio
	Anthony Caltabilota	Lainey Acosta
	Deana Gunn	

Guest: Cathy Zavorskas

Absent: Nick Reeve Stephanie Buckel

Minutes of April 22nd meeting presented; Jay made motion for approval, Dean seconded, all approved.

OLD BUSINESS

Chamber of Commerce

- Linda reported that networking events started again with two happy hour events; both were very well attended. There was also a luncheon at La Cashina which did not draw as many people as in past.
- Chamber seems to have returned to pre-pandemic times as far as being busy. This month will be netwalking (6/8), an event at Spring Hills for the Matawan community (6/10), and the Installation of Board Members will be on June 22nd. Both mayors of Matawan and Aberdeen will officiate. It will be a cocktail hour held at A Salute from 5:30 – 7:30.

In-person Meetings

- Brian asked if people preferred to continue to meet on Zoom or if they would like to go back to in-person meetings. Linda likes Zoom to be able to record. Cathy likes in person. Others did not give a preference. The suggestion was to try for in-person with the Zoom meeting available for those that could not physically get to the meeting.

Events

- Lakeside Dining was supposed to start tonight but was cancelled due to weather. Cathy is hoping for a good response especially with the added attraction of entertainment. Restaurants have staffing issues but are happy for the extra income. It will run for the next 4 weekends. Brian asked that we all share on our Facebook pages.
- Make Music Day – Lainey sent in registration to get Matawan listed on the website. She emailed past performances and will follow up. Jay has musician contacts and will follow up with businesses in town. Lainey will check with Music and Art Academy. She will copy us on her emails.
- Matawan Day was approved to be held on Oct. 2nd (raindate Oct. 3rd). Cathy, Linda & Jay walked Main St yesterday to get the lay of the land – hoping for Center St to Quick Check. Jay checked his contact at Market Space for upscale vendors but all are booked

for October. Both Jay and Lainey have contacts with many vendors and will reach out to them. It was suggested to change the name from Matawan Day to Matawan Street Festival in order to be attractive to vendors and attendees from outside of Matawan. The name change would need approval but should not be an issue. Also needing approval is the switch from responsibility of Rec Dept to the EBD Commission to partner with the Chamber. Rec Dept is happy to let go of responsibility. Deana & Brian will get approval asap so work can be started on flyers.

- July 4th celebration to be held on July 2nd (same day as Aberdeen) - raindate of July 9th

Hand Out

Jen not available so on hold until next meeting

Farmer's Market/Maker's Market

- Per Jay, both contacts from Market Space and Asbury Fresh reported that all vendors are booked through this summer and fall. We will be ok for 2022. He has connections to an independent list of vendors he will reach out to for a small Maker's Market in August – either Little Street or by Gazebo at Municipal Building. Lainey also has connections to vendors. Deana suggested they send out a feeler email to be sure we can get enough interest. She mentioned that the Nerds were playing at the softball field on Aug. 22 – maybe Aug. 21 would be good day for Maker's Market and could be advertised as a “weekend”

Other

- Suggestions were made to have a Pizza Palooza pizza contest and a Beer & Car Show at Maloney's with Maloney's getting a permit to supply beer outside of their premises.
- Cathy has reached out to Matt Scott from Cranbury regarding the survey but has not made a connection yet.
- Next meeting on June 24th. The July meeting will be held on July 22nd although it is hard to get people together during the summer.

Meeting adjourned at 8:05

Respectfully Submitted,

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