

Economic Development, Business & Redevelopment Commission
Meeting Minutes February 24, 2022
Held in-person in Council Meeting Room

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

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|-------------|---------------|---------------|
| Attendance: | Brian Livesey | James McCue |
| (Present) | Deana Gunn | Jeffrey Kagan |
| | Joel Pascua | Jay LoBosco |
| | Linda Martin | |

Guests: Cathy Zavorskas

Absent: Charles Ross, Dean Fazio, Anthony Caltabilota

Minutes of Jan. 27th meeting were presented; Jeff made motion to approve, Brian seconded, minutes approved.

Welcome to new member James McCue & returning member Jay LoBosco

Chamber Business

- Small Business Improvement Grant; Chamber emailed information and encouraged members to apply. Cathy to notify other Matawan businesses.
- NJ Chamber Alliance to give presentation on Friday to chambers on the cannabis regulations and timeline of application process, etc.
- In-person networking began again with an evening of bowling last week and an upcoming luncheon at Alternate Ending on March 11th
- Matawan Day approved for October 1st with rain date of October 2nd

Business News in Matawan

New business licenses issued:

- Candelaria Coffee, 154 Main St.
- Home Care For You, 72 Main St.
- John V. Scalia Home for Funerals and Cremations – 111-113 Main St.
- Sal Lopez Boxing Club, 771 Route 34
- Tao & Zen Acupuncture, 169 Main St.

Two businesses have expressed a desire to open in the area (one is Fatty's Snack Shack). Brian has tried to assist by calling the landlords with unfavorable results, ie, Window Envy does not want a food business on premises due to proximity to dental offices and Victoria's Cozy Corner is asking for \$3,750/mo rent or will sell building for \$670,000.

Question about status of liquor store and QuickCheck – they are both owned by bank. Wilkes Group bought the liquor license.

Springtime Car Show

- Brian in contact with promoter from Brooklyn – DJ Richie Hard to set up a Cruise Night – will set up, handle fees and include 15 trophies for a cost of \$524 to Matawan.
- Borough can get businesses to sponsor trophies with proceeds going to charity.
- Set up vendor tables and donate proceeds
- Theme will be veterans; work with American Legion
- Ask Maloney's about setting up a beer garden
- Jay in contact with Jersey Shore Jazz Foundation; needs place to set up; suggestions were in front of Town Square (no outlets) and funeral home parking lot (Jay to contact Scalia). Suggested name Cruise & Blues Night
- Dates suggested were May 18th or May 25th; time 6:00 – 9:00 pm

Farmer's Market – promoter no longer interested; do our own as a Maker's Market? Logistics to be worked out regarding place, parking, etc. Suggestions: softball field behind community center, First Presbyterian parking lot, train station parking lot.

PNC Concerts – PNC runs shuttle bus from train station to concerts during the summer. How can businesses in Matawan benefit? Need foot traffic – advertise dinner before concert; figure out avenue to use to promote businesses

Lakeside Dining – not as popular last year as people went back to restaurants; need to promote use of lakeside – concerts, bring your own food, etc.

Recreation Department Partnership - Per Cathy - Need to work with Recreation Department via business sponsorships from EDB Commission and bringing in people from Rec Dept. Cathy also suggested an Amazing Matawan Race to promote parks in the area.

Mentorship Program – to be discussed at next meeting

Business Meeting – to be postponed from April due to timing of Spring car show

Meeting adjourned at 8:20

Respectfully Submitted,

Linda Martin

Recording Secretary

Economic Development Business & Redevelopment Commission of Matawan