

Economic Development, Business & Redevelopment Commission
Meeting Minutes October 27, 2022
Held at KP Edgestone Realty's Conference Room in conjunction
with Matawan Day Wrap up Meeting

Meeting was called to order at 6:15

Attendance: Brian Livesey Deana Gunn
Present: Anthony Caltabilota Jay LoBosco
Jeffrey Kagan Joel Pascua
James McCue Linda Martin
Cathy Zavorskas

Absent: Dean Fazio, Charles Moss

Guests: members of the Matawan Day Committee
Erika Boyer Doug Preston
Lainey Acosta Marcia Myers
Jefferson Gan Lauren Viggiani

Minutes of the August 25th meeting were presented; Jim made motion to approve, Jay seconded, minutes approved.

Small Business Saturday

- Cathy to register Matawan and try to get the Small Business Saturday packages for businesses from American Express
- Music & Art Academy students may be available to perform Christmas carols in front of the Heroes Garden
- Suggestions were made to show bib to get a discount at any participating businesses. Run-Eat-Shop
- Jay suggested 8 -10 vendors in front of Town Center to keep people staying in town. Erika (guest) suggested that shops in town put tables outside.

Matawan Day Street Festival 2022

- Largest Matawan Day yet with the most attractions
- Zone flags were a hit – vendors loved them and the zone sponsors want to keep them.
- Change in numbering of 11 zones with numbers 1-26 rather than 1-200 was easier to manage. Street Captains can now chalk their own zones.
- Premarking worked well this year with businesses in front of their own stores and side streets clearly marked out.
- Tables & Chairs – good addition
- Food trucks – bottleneck and need some cushioning across from them
- Walkie talkies worked well and should be held by all street captains

- Better control over the signs – 1 person to manage and know spots ahead of time. Some signs should be larger.
- Friday prep – DPW needed more staff. Eliminate the zone signs going the opposite way from vendor arrivals to save time and energy. No signs going from Center to North.
- EMS – should have a tent in another area now that the festival is so large; maybe foot patrol
- Food Contests – need a food contest coordinator
- Need more volunteers in general
- Entertainment – mats worked out great; DJ was great; could have used more entertainers.
- Interviews – Emcees were great; maybe interviews can be held at sponsor tables instead of the video booth.
- Meeting next week with police, DPW, fire, etc to go over changes for next year

Meeting adjourned at 8:00

The next scheduled meeting is Tuesday, November 22nd

Respectfully Submitted,

Linda Martin

Recording Secretary

Economic Development Business & Redevelopment Commission of Matawan