

# Economic Development, Business & Redevelopment Commission Meeting Minutes July 30, 2020

The July EDBR Commission Meeting was called to order at 7:08 by Council Chair, Brian Livesey.

## Attendance:

(Present) Jennifer Jordan  
Brian Livesey  
Jay LoBosco  
Dean Fazio  
Anthony Caltabilota

(Absent) Lainey Acosta  
Nick Reeve  
Deanna Gunn  
Linda Martin

- Minutes of June 30 meeting presented and approved.

## OLD BUSINESS

- Websites for New Businesses
  - Councilman Livesey conducted a web review of local town websites to see what was offered in the way of information for businesses and online applications. Aberdeen, Old Bridge and Holmdel were reviewed with mixed results. Some had basic business information while some only pointed local ordinances. One had a business license application, but it was a pdf and had to be printed and turned in.
  - Jen Jordan suggested to look at Asbury Park and Red Bank for examples.
- Business recruitment
  - An effort has been made by Administrator Scott Carew to reach out to potential businesses to fill vacant space. At the time of the meeting Scott reach out to several coffee shops and is awaiting a reply.
  - It was also suggested that we contact Realtors and Landlords to sell Matawan and to see what types of businesses landlords would like to have at their properties. This is a great idea and we will work toward this.

## NEW BUSINESS

- Lakeside dining-The plan and start dates for Lakeside dining were reviewed including review of Cathy email on the progress made. Dining will begin on 8/13 with Aby's. Reservations are required. It is a great opportunity to give restaurants additional space while using our valuable resource-Lake Lefferts
  - Jen Jordan asked the question if we still plan on using Main Street. It is still an option and we will have to investigate it more

- Interviewing businesses for a Spotlight series:  
Cathy interviewed Anthony Caltabilota at the beginning of July. She will have a draft of the interview and will send it to him to review before posting it.  
She plans to go to DiBari's next.
- Cathy Also has spoken to several businesses in town over the course of the month, especially restaurants to see how they are doing.  
Some are just hanging on while others are basically unaffected by the shutdown because of the type of business they are. Ex. - Burger Shop unaffected because they do mostly take-out anyway while shops like Tiffani's cannot get the foot traffic to keep open as much as would like.
- Jen asked if we could bring in speakers from another town's EBD to discuss what they are doing. It is a great idea and we will look for guest speakers.

Respectfully Submitted,

Brian Livesey  
Councilman  
Economic Business Development  
Commission of Matawan