

Economic Development, Business & Redevelopment Commission Meeting Minutes  
January 28, 2021  
Virtual Meeting via GotoMeetings

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

Attendance:

(Present)	Deana Gunn	Linda Martin
	Brian Livesey	Jennifer Jordan
	Jay LoBosco	Anthony Caltabilota
	Dean Fazio	Lainey Acosta
(Guest)	Cathy Zavorskas	
(Absent)	Nick Reeve	Stephanie Buckel

Meeting called to order at 7:05

Minutes of Nov. 24<sup>th</sup> meeting presented; Dean made motion for approval, Jay seconded, all approved.

Election of Commissioner - Deana nominated Brian Livesey as Commissioner; all approved.  
Dates for monthly meetings were approved – 4<sup>th</sup> Thursday of each month with a few exceptions:  
Jan. 28, Feb. 25, March 25, April 22, May 20, June 24, July 22, Aug. 26, Sept. 23, Oct. 28,  
Nov. 23, Dec. 16.

Brian reported that there was one vacancy on Commission. Potential candidates will be invited to a meeting to observe

## OLD BUSINESS

### Chamber of Commerce

- Linda reported that the Chamber's renewal rate was around 70% with an average of 2 new members joining per month. One of the new members is in Matawan, Ivy Rehab, located in The Edge next to Justin's Barbershop and would like a weekday ribbon cutting. Linda will check with Mayor on his availability. Justin's Barbershop never had a ribbon cutting and would also like one – perhaps on a weekend.
- The Chamber will be holding a virtual event on Tuesday, Feb 2<sup>nd</sup> on cybersecurity and an interactive paint zoom at the end of the month. The "netwalking" event went well in Cheesequake Park and will continue once or twice a month as weather permits.
- Matawan Day potentially Oct. 2<sup>nd</sup> with Oct. 3<sup>rd</sup> as raindate. Cathy suggested we expand from Highway 34 all the way down Main St in order to properly social distance. The coordinator from Matawan's Relay for Life is looking for food trucks from Matawan & Aberdeen. He knows about Esposito's. Cathy suggested Ralph's and Papa Ganache.

### Take Out Week

- Cathy reported that it was well accepted by restaurants even though many did not get much business. They all want to be included in the next one, probably in Spring before lakeside dining begins. She felt it needed more advertising and would do a banner on Main St.

### Businesses in Town

- Brian and Jay visited businesses in town and took photos for website. One of the new businesses on Little St. – Youphoria – is interested in painting murals on the buildings or sidewalks. There is no ordinance against it, but it could only be done with the permission of

the landlords and approvals should go through the Borough Administrator. They are looking for “Public Art” volunteers. (Cathy could do & Maria from Young at Art) Cathy suggested that they could hang slabs of wood to paint the murals on which could then be removed.

- Brian reported that the realtor spreadsheet needed to be redone because of a computer crash. As soon as he gets it done, he will pass it on to Jen. Cathy said that she has not been able to get the information on “Steps to Open a Business” for Dean to prepare the flowchart because of the overwhelming steps involved and needs to do more research.

## NEW BUSINESS

### Flea Market/Farmers Market on Little Street

- Flea Market - Brian introduced idea for one Saturday a month starting in late summer, run as a fundraiser by organization in town, maybe the First Aid Squad. A portion of Little Street could be used as well as part of the Sprague parking lot. Objections to parking lot - Victoria’s is being looked at by renters but they are having permit issues so opening could be delayed. Deana will check on whether police presence would be needed. Jay mentioned that there were companies that would bring in good vendors to avoid a junk flea market.
- Farmers Market – Deana said it could take 16 months of work to get it going because of all the permits, etc. Jay to check out market at Bell Works when it opens. Cathy said there was one woman who runs all the Bell Works events, could ours be an extension of theirs?

### Virtual Business Meeting

- When? Virtual or In-person? Try for a Spring in-person meeting at lakeside before lakeside dining begins. Offer refreshments. Invite businesses to our meeting to introduce the commission, listen to their suggestions and interact.

### Lakeside Dining

- To start end of May and include the Library who will provide musicians similar to last year.

### Matawan Junction – New Development

- Brian showed presentation from the Council Meeting. It will include 103 apartments, plenty of parking, retail space of at least 10,000 sq ft. It should take 18 months to completion; awaiting agreement w/attorneys (60 days). The Council has confidence in the project and objections will be swayed with ratibility arguments and the walkability factor.

### Rec Department

- Rec Dept will be requesting assistance from Commission putting together its Easter Scavenger Hunt. No indoors; clues to be obtained outside of business.

### Other

- Little Street Rebirth Promotion – need to investigate; Photos from Contest for State of NJ website; Videos of shops for Facebook; Work with Historical Society on historical sections of town per Cathy; Possible “Adopt a Shark” program suggested by Jen

Meeting adjourned at 8:17

Respectfully Submitted,

Linda Martin

Recording Secretary

Economic Development Business & Redevelopment Commission of Matawan