

Economic Development, Business & Redevelopment Commission
Meeting Minutes June 24, 2021
Virtual Meeting via GotoMeetings

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

Attendance: Brian Livesey Linda Martin
(Present) Anthony Caltabilota Jen Jordan

Guests: Cathy Zavorskas Charlene Roberts (Youphoria) Brandon Castro (Beach Brew)

Absent: Jay LoBosco, Dean Fazio, Lainey Acosta, Deana Gunn, Stephanie Buckel

Guest was introduced – New business owner in town - Brandon of Beach Brews – We can find him on social media and help out by following him. His coffee will be drip & pour overs (no espresso or cappuccino). He has partnered with a firm in Old Bridge for quality teas. His hours will be 6:00 am to 6:00 pm. He was asked about the process of opening a business in Matawan and said that it would help to have a centralized checklist. After he got his license, he was confused as to what the next steps were. Brian mentioned that we were working streamlining the process.

Minutes of meeting presented; Anthony made motion for approval, Jen seconded, minutes approved.

OLD BUSINESS

Chamber of Commerce

- Linda reported that the Chamber held its Installation & Awards ceremony on Tuesday at A Salute where both mayors of Aberdeen and Matawan presided over the Installation. Awards were given out for legacy and a couple special awards to members who helped the Chamber navigate the pandemic.
- There was a ribbon cutting last night at Ivy Rehab and one will be upcoming for 126 Main St. Chashama Studio has reopened after their flood and are holding an open house tomorrow where two artists will be featured.
- Two upcoming events in July are a netwalking at the Seawall in Aberdeen on July 6th and a luncheon is scheduled for July 27th

Events

- Matawan Day – the Council did not approve the name change to Matawan Street Festival; they want to keep it at Matawan Day so we will go with it as Matawan Day Street Festival. Approval was obtained to extend it down to North St. The Chamber will start to put together the vendor & sponsor applications.
- Lakeside Dining doing well for the participating restaurants. Some nights had great turnouts and it has been good exposure. Music is a great attraction. Jen asked about it continuing through the summer and Cathy said maybe without the restaurant participation. Brian mentioned a few attractions such as a Cornhole tournament, a beer tasting, a food truck. It would be same set up as tables, chairs are available. Food truck

would need to obtain health permits, but only one license is needed for the year and could also be used for Matawan Day.

- July 4th celebration to be held on July 2nd with mechanical ride, a slide, a deejay and a food vendor.
- August 22 – The Nerds will be at the Community Center; Family Nights under the stars will be held during the month of August. Waitt FH (new owners of Bedle) are ok with using their parking lot.
- Makers Market to be held on Aug. 21st. So far, 15 vendors have responded positively. We will send out a reminder and also invite some of the Matawan Day vendors. If we have at least 25 vendors we will go ahead with it at the Community Center in the gazebo area; if we have more we can move it to the train station.

Hand Out

Jen not able to open and edit the jpg so Cathy to resend it to her. It was explained to Brandon as a brochure to serve many purposes but basically to attract businesses and to be distributed to commercial realtors to help sell Matawan.

Website

- Update Matawan website to include the EBD Commission as a Welcome to Matawan for businesses. Phone numbers of the clerk, borough administrator, fire, health and Brian's number to be included. Charlene asked about the Chamber of Commerce information on the website so businesses can contact them. Linda said that there is a link to Chamber but difficult for the Borough to promote because the Chamber is a member driven organization and we would not want to tell people they had to join the chamber to get assistance. Charlene had a difficult time on figuring out the system when opening her business. Agreed that the process needs to be streamlined.
- Cathy has reached out to Cranbury regarding changes to their website and how they dealt with wishes of businesses and the community via an audit.

Open Floor

- 126 Main St. received certificate of occupancy and can open and start leasing.
- "Park it in Matawan" – Cathy developed a flyer to promote the parks in Matawan to remind people of all you can do in the parks.
- Cozy Corner – sign is up; sign is down. Brian to check it out

Next meeting to be held on July 22nd. Summer meetings to continue virtually.
Meeting adjourned at 8:05

Respectfully Submitted,

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