

Economic Development, Business & Redevelopment Commission  
Meeting Minutes October 21, 2021  
Virtual Meeting via GotoMeetings

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

Attendance:	Brian Livesey	Jen Jordan
(Present)	Dean Fazio	Linda Martin

Guests: Cathy Zavorskas

Absent: Lainey Acosta, Anthony Caltabilota,  
Stephanie Buckel, Nick Reeves

Minutes of Sept. 23<sup>rd</sup> meeting were presented; Jen made motion to approve, Dean seconded, minutes approved.

#### OLD BUSINESS

- Matawan Day Street Festival – It was a very successful day with beautiful weather. Suggestions made were a second beer truck, more seating to keep people off private property, moving the Zeppole Guy so that his oil can cool down and street can be open. Also, no bikes and no dogs, but the no dog rule would not go over well with the public.
- Chamber of Commerce – Starting to get back to normal after Matawan Day. Luncheon next Tuesday at Sahara 34. Holiday party to be at Ginkaku. Membership looks good with eight new members joining in the last couple of months.
- New Business Licenses – Impact Believers above DA Subs  
Fastkix Taekwondo

New businesses coming to town – 2<sup>nd</sup> coffee shop in spot of Tiffani's Vintage Closet. Donut shop opening on Main Street in January

Other business news - Brandon's shop still hoping to open soon. He ran into many unexpected expenses; Victoria's Cozy Corner, still for sale but there has been action; travel agency moved into CBD shop; CBD shop to move in with her son at the coffee shop.

- Ribbon cuttings – MACOC held a ribbon cutting for the new owners of Bedle Funeral Home last week. There were many questions about serving alcohol. The end result was that as long as it was a private event by

invitation and not open to public that alcohol could be served (per the State of NJ ABC licensing agency).

A ribbon cutting will be scheduled for Edgestone Realty on Nov. 20<sup>th</sup> in coordination with the end of their food & toy drive. Their grand opening was in September but they did not have an official ribbon cutting.

- Brochure – Jen sent out an updated brochure and invited commission members to make additional edits. Brian suggested an Oct. 28<sup>th</sup> cutoff for edits; he will then run it by the Council and Administrator.
- Website Update – working on changes; there is too much clicking. Businesses need a place to see what is needed when opening a business; there is much confusion on licenses and renewals.

## NEW BUSINESS

- Small Business Saturday – bring people in town, however, the OEM does not want people congregating due to colder weather & holidays so the Turkey Trot will be limited to breakfast and running. Cathy has been in touch with AMEX regarding Neighborhood Championship. They sent an email accepting us and will send material. Cathy will advertise via marquee, website and emails – maybe coupons for shops who want to participate can be issued to runners. Hope to have more businesses on Main Street by next year.
- Matawan Town Center – owners talking about Food Emporium. Realtor is open to any business moving in.
- Open House postponed until Spring since it would be an in-person event, and large groups are being discouraged in town hall.
- Cathy mentioned that A Salute approached her about a company who wants to host an event for businesses in Matawan, Aberdeen and the Chamber of Commerce. They are a credit card processor and would offer food, 2 free drinks, and give a brief presentation. The date chosen was November 10<sup>th</sup>.

Meeting adjourned at 7:59

Respectfully Submitted,

Linda Martin

Recording Secretary

Economic Development Business & Redevelopment Commission of Matawan