

Economic Development, Business & Redevelopment Commission
Meeting Minutes November 23, 2021
Virtual Meeting via GotoMeetings

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

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

Guests: Cathy Zavorskas

Absent: Lainey Acosta, Dean Fazio,
Stephanie Buckel, Nick Reeves

Minutes of Oct. 21st meeting were presented; Anthony made motion to approve, Brian seconded, minutes approved.

OLD BUSINESS

- Chamber of Commerce – Holiday gathering at Ginkaku on Dec. 7th. All are invited, pay your own way. Setting up events for the new year including a B2B Multi Chamber event on March 1. The Chamber must increase membership dues by approximately \$20 each level due to rising costs. Members can renew and pay this year's rate if paid early.
- Hand Out – Draft finalized. Jen made changes; Cathy changed photos but preferred Scott's. Need his permission to use his photos. Brian to speak with him. He will be given credit on brochure. Also, question brought up by Cathy as to either include all clubs or no clubs. Brian to present finalized version of the brochure to Council and Borough Administrator.
- Turkey Trot & Small Business Saturday this week and Dec. 3 tree lighting. New business, Brew along with Maloney's will provide coffee and new donut shop will provide the donuts. As part of Small Business Saturday, Brian, and maybe Jen/ Dean to visit businesses in town, introduce the EDB Commission, take photos and get information to put up on Facebook similar to last year's visit by Brian and Jay. However, they will wait until first week of December to do this rather than on Saturday. Cathy to distribute AMEX SBS materials to businesses & salons on Main Street.

NEW BUSINESS

- Municipal Tax Cards - Brian and Council attended NJ League of

Municipalities in AC last week. He obtained information on the Municipal Tax Cards from a company that runs it for the municipalities through the ARPA Act with federal money to push through the plan for businesses who struggled through the pandemic. This would be preferable to the other tax cards where the cost is on the backs of business. Per Linda, there is still plenty of money in the pandemic fund. The president of the NJ Chamber has encouraged leaders to legislate through the lame duck session to find ways to help businesses with the surplus of funds especially now that the infrastructure bill has been passed. Brian will further investigate and shared the website www.municipalcards.com. Residents can save up to \$700.

- Pizza Crawl – could partner with Aberdeen and have a ticket to the crawl provide a half slice of pizza and all participating restaurants. It could be a competition where participants would vote for their favorite either by a card or digitally on an app.
- Scooters – similar to Asbury Park and Rutgers once train station is developed. There were scooters in Keyport but taken back by company during COVID because they were unable to sanitize them.
- Train Project – on hold due to a bird protection issue

OPEN FLOOR

- Open House will be held in the Spring
- Breakfast/lunch place coming to the Edge; Victoria's to be either a deli or is being fixed up to sell by new owner; Main Street Donuts has started work and wants to open in January; Brew opened and doing well – ribbon cutting to be scheduled.
- Linda reported that the Matawan Food Pantry is fully stocked due to collections for businesses in the area – KP Edgestone Realty donated 1000 lbs of food; donations also from The Edge, Atrium & The Link. The Chamber of Commerce and RE/MAX Champion will collect through end of December for both Matawan food pantries.
- John Lazar will once again run a “Sending Holiday Smiles” campaign with toys for kids donated to American Legion and greeting cards for seniors.

Meeting adjourned at 7:50

Respectfully Submitted,

Linda Martin

Recording Secretary

Economic Development Business & Redevelopment Commission of Matawan