

Economic Development, Business & Redevelopment Commission
Meeting Minutes April 28, 2022
Held in-person in Council Meeting Room

Meeting was called to order at 7:00 by Council Chair, Brian Livesey

Attendance: Brian Livesey James McCue
Present: Jeffrey Kagan Jay LoBosco
Joel Pascua Cathy Zavorskas
Linda Martin
Absent: Deana Gunn, Charles Moss, Anthony Caltabilota, Dean Fazio

Minutes of March 24th meeting were presented; Joel made motion to approve, Jay seconded, minutes approved.

EDB Commission Meeting Date Changes – May 26th meeting has been changed to May 18th before the Blues & Cruise Night. June & July meetings to be combined to July 11 as a general business meeting for all businesses in Matawan. Questionnaire to be sent via email to businesses prior to meeting and questions/concerns to be addressed at meeting.

Chamber Business

- Annual Business Meeting held this week. Morissa Schwartz spoke about social media and SEO. Networking luncheon at El Rinconcido with speaker Brandon Castro of Brew Coffee Bar on Tuesday, May 3 and Meet & Greet at Cross of Glory in Aberdeen on May 17th with MJXpression's special needs class giving a performance.
- Installation & Awards Dinner Dance will be on June 23rd. All Commission members are welcome and encouraged to attend.

New Business Licenses Issued

- Pivotal Fitness (took over Pivotal Pilates)
- Therapy Enlightens

Springtime Car Show

- Brian reported that the trophies have been ordered and should be ready for pick up May 10th. Meeting with Police Dept. held and agreed to closing road at 4:00 at Ravine Drive. There will be a light tower at Ravine.
- Porta Johns to be ordered from same company used for Matawan Day
- Cathy to ask Anthony about using his electricity
- Residents to be alerted via Reverse 911. Flyers to be printed to notify Main Street residents of road closure
- Jay asked about stage & traffic cones at Scalia. Per Cathy, DPW to set up stage, table & chairs. Scalia to take care of monitoring their parking lot.
- Per Cathy, banners needed. Will order two one sided for \$300 each vs, one two sided for \$600. Also to order road signs.

- Linda was in contact with Gary who will put Ralph's Ice Cream truck in front of his house on Main Street. She will contact popcorn vendor.
- Discussion on placement of vendors & cars. Vendor spots to be 10 X 10 and will begin at Ravine & end at Little Street, both sides. Cars to start line up on Town Center side, then go on both sides of street after Scalia. Need ample space between cars. Organizer DJ Ritchie to coordinate placement of cars.
- Thirteen vendors have signed up and paid. Jay called the remaining vendors on his contact list to remind them to register. Linda to reach out to Matawan Day vendors.

NEW BUSINESS

Lakeside Dining

- Plans for two Tuesday night events (possibly June 14th & 21st) Trivia Nights with local restaurants providing food. Doug Preston from The Geekery offered to run trivia
 - Plans for two Saturday nights (end of June into July) DJ themed nights with dancing and local restaurants providing food.
- If restaurants not available, then look into food trucks

Pizzapalooza

- Pay one price for samples of pizza at the five pizza places in Matawan. Hire a bus to take participants from restaurant to restaurant. Sample one plain and one specialty pizza with drink. Participants will need wrist band & get card stamped. Vote before leaving the bus. Possibly 2 shifts early & late evening.

Park it in Matawan

- Connect parks with a 3 mile walk via Hudson trail. Businesses to sponsor activities at each park, such as corn hole, volleyball
- Could be done in collaboration with Recreation & Shade Tree Commissions
- Need many volunteers

Makers Market early August – Rock N Shop, music & food trucks at train station, outsource the vendors

Monmouth County Tourism contacted Chamber of Commerce to inform them of opportunities to post events on the calendar and borough parks on their website.

Meeting adjourned at 8:50

Respectfully Submitted,

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