

Economic Development, Business & Redevelopment Commission
Meeting Minutes August 25, 2022

Meeting was called to order at 7:05

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

Minutes of June 15^h meeting were presented; Dean made motion to approve, Jay seconded, minutes approved.

General Business

- Not many rentals available at the present time.
- Ricky Hernandez has purchased full block of stores next to Town Center. Many empty but not rentable at this time.
- Brian reached out to present owner of building where Tiffany's Vintage Closet was. He has been unable to get in touch with him.
- Question asked about the fate of the old police station – not habitable; will probably be torn down, a parking lot would be nice
- There have been 7 applications presented for sale of cannabis in Matawan. It is a long process based on a point system for approval, for example, Matawan resident, existing building, parking, etc.
- Linda reported on the new businesses in the Chamber requesting ribbon cutting ceremonies. Just Love Coffee will have their grand opening and ribbon cutting on October 15th when both the mayor and the JLC Corporate people are free. Chop Studio & Studio 34 also would like to arrange grand openings & ribbon cuttings when the mayor is free. MACOC will report back to EDB Commission the dates and times so all can attend.

Mentor Program – tabled until next meeting when Jeff & Joel are in attendance. It was asked what the program was and explained by Brian that it was program where new businesses could reach out to established businesses in town with questions. It will be part of the procedure being put together by Cathy for new businesses to be able to follow.

Matawan Brochure – originally prepared by Jen and Cathy. Brian to do a final check on graphics & information before they would be ready for printing.

Revenue – Jay made the suggestion that we hold events to bring revenue into town to help promote the welfare of business. He specifically mentioned the Keyport car show held by the Keyport Alliance who charges a participation fee. The show was smaller than Matawan's, but they did have a band and vendors.

Brian said that charging fees and holding events to obtain revenue could possibly be done via a trust account.

There is lots of interest in the next car show. Suggested that we take bids next year.

Matawan Day Street Festival

- Linda reported that vendor applications were up to around 90 and that all sponsorships have been sold out. Deadline for vendors is September 15th or late fee will apply. It was asked about goal for vendors and how many could fit. Last year we had 150 and that would be our goal this year. Many more vendors will come forward when the signs go up around town.
- There will be more music and entertainment with the regular DJ at Bank of America, the bands by Scalia, a DJ being provided by a business on Main Street right past Burrow's mansion and a 3-piece band down by A Salute.
- T-shirts will be sold with Matawan Day on the front. They will be sponsored by businesses located on Main Street and their names/logos will appear on the back. Proceeds will go to the beautification of downtown.
- Cathy reported that banners were ordered and signs to go up as soon as they are ready. The Town Center has agreed to provide power and access to wifi for the media booth. Plans are in the works for after hours bands at Maloney's and A Salute.

Small Business Saturday – Brian suggested that we start to think about it now. Cathy said that there are workshops available and a lot of information online for businesses to get involved. Since it is the same day as the Turkey Trot, keeping people in town to shop & eat should be our goal. It was suggested that pop up shows could be an attraction, perhaps in the Town Center or under Maloney's tent.

Meeting adjourned at 8:20

The next scheduled meeting is Sept. 29th. It is the day we will be marking the streets for Matawan Day, therefore, the **next meeting date is to be determined**.

Respectfully Submitted,

Linda Martin

Recording Secretary

Economic Development Business & Redevelopment Commission of Matawan