

Economic Development, Business & Redevelopment Commission
Meeting Minutes December 22, 2022
Held at Borough Hall

Meeting was called to order at 7:15

Attendance:	Brian Livesey	Deana Gunn
Present:	Dean Fazio	Jay LoBosco
	Jeffrey Kagan	Joel Pascua
	Cathy Zavorskas	Linda Martin

Absent: Charles Moss, Anthony Caltabilota, James McCue

Minutes of the October 27th meeting were presented; Jay made motion to approve, Jeff seconded, minutes approved.

Recap of 2022

- Brian thanked all the volunteers who stepped up throughout the year. He spoke about the article he submitted to All Around Matawan Aberdeen where he mentioned the projects worked on throughout the year with the help of the volunteers.
- Cathy also submitted an article highlighting all that took place in Matawan in 2022.
- There is a problem with residents receiving the paper. The publisher, Anthony Cosentino will be meeting with the postmaster to rectify the delivery situation. There is a digital version which is highlighted each month in the Chamber of Commerce newsletter. Cathy will also post it on Facebook.
- The two major events in 2022 – the car show and Matawan Day were both huge successes
- Brochure started by Jen was worked on throughout the year
- Discussion began on developing an online guide “How to Open a Business in Matawan”

Looking ahead to 2023

- Car Show to be held on May 24th. We will look at different organizers – Linda recommended Steve Mamakas of Old Bridge and Cathy recommended someone that Kevin Moran of John V Scalia Funeral Home knows. We will also consider rehiring Richie who ran it last year. Other towns like Keyport run the car shows themselves and charge a fee to make a profit for the town. It was decided due to issues such as insurance and advertising to hire a professional organizer rather than going at it ourselves.
- The first weekend in June will be the 300th anniversary and re-enactment of the raid on Burrowes Mansion. It will be a full weekend event hosted by the Matawan Historical Society. Cost for re-enactment actors will be \$3,000-\$5,000 and businesses will be approached for sponsorships
- Matawan Day will be held on October 7th, also Columbus Day weekend which is no longer a conflict with the Keyport Jam Festival which has not been held for the past few years. Other town “days” are in September. We will keep in tradition with the first Saturday in October.

Much of this year's success was due to the great group of volunteers; hoping for same in 2023. Payment \$2,500 has been issued out of the EDB budget to Gotham Trinity, but we are still waiting for the video

- The EDB budget for 2022 was \$8,000. Should be the same in 2023.
- Small Business Saturday in conjunction with the Turkey Trot should be townwide. The Commission will work on attractions to keeping people in town to support small business such as a chorus, fire pits with smores. Cathy suggested we bring back the Run, Eat, Shop theme.
- Jay suggested an ordinance be put in place where landlords are fined for vacancies; only retail and restaurants should be allowed to open up on Main Street; moratorium on apartments. Specifically, the empty building in Town Square to be filled before the builder is allowed to build any more. Jay will put his ideas together in an email.
- Jeff suggested that we have at least one goal per quarter. The goals for first quarter will be
 - Create the "How to Open a Business in Matawan" guidelines. Volunteering to help with that goal were Joel and Cathy.
 - Finish brochure. Deana will send it out to be cleaned up.
 - Become a member of Main Street USA and use them for professional advice.
 - Brian to update business list and look into zoning

Borough Business News

Sadly, Peter Conte Salon has closed.

Owner of the old curtain store wants to rent to a chiropractor. This is not the vision for Main Street. Hopefully, the incentives being discussed will bring in retail and restaurants.

Misc.

Anthony Caltabilota to resign from EDB Commission in 2023; Joe Rizzuto (Main Street Donuts) named to replace him. All other members to remain.

Meeting adjourned at 9:00

Proposed Schedule for 2023 is attached – to be approved at next meeting. The next scheduled meeting is Thursday, January 26th

Respectfully Submitted,

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