

Economic Development, Business & Redevelopment Commission
Meeting Minutes January 27, 2022
Virtual Meeting via GotoMeetings

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

Attendance:	Brian Livesey	Charles Ross
(Present)	Anthony Caltabilota	Jeffrey Kagan
	Joel Pascua	Linda Martin
Guests:	Cathy Zavorskas	
Absent:	Deana Gunn, Dean Fazio, James McCue	

Minutes of Nov. 23rd meeting were presented; Brian made motion to approve, Anthony seconded, minutes approved via email.

Introductions were made:

Councilman Brian Livesey – Chairperson explained purpose of Commission as a business liaison to help with their needs and promote their businesses. He explained the composition of the Commission.

Linda Martin – Recording Secretary and representative of the Chamber of Commerce
Jeff Kagan/Joel Pascua – owners of KP Edgestone Realty at 76 Main St. specializing in residential and commercial real estate. The business presently consists of 45 realtors. They are planning to open a second office in New Brunswick. Tenants of their building include Rally Point Title Agency and Revitalize.

Councilman Charlie Ross – has been a resident of Matawan since 2004 and lives on Ravine Drive. He has a financial background and is here to help the town and Commission.

Anthony Caltabilota – owner of Calta Tax & Financial Services and has been on Main St in Matawan since 2017. His firm offers full financial planning and tax preparation.

Cathy Zavorskas – works for the Borough part time as the Community Engagement Coordinator and is responsible for outreach within the community, organizations & commissions for the purpose of building relationships.

The Commission established the calendar for the year as the 4th Thursday of each month except for November when the meeting will be held on the Tuesday before Thanksgiving.

Brian stated that eventually the meetings would be held in person, perhaps by next month.

New business licenses issued:

- CB Beauty Bar on Ravine Drive,
- Main Street Donuts on Main St who received building permit today. The owner plans to make the Matawan location as his flagship store and has another store in Belmar.
- Just Love Coffee in The Edge building on Broad St

Other business news:

- Khaos Therapy lease fell through on the old Washington firehouse property and is looking for new space
- Coffee shop going into Tiffani's Vintage Closet. They have gutted the building to the original brick walls and tin ceiling.

Questions:

Jeff asked if the Borough could regulate how many of a certain type of business came into town. Per Brian – per the rules, they can't legally pick and choose businesses. Linda asked if he knew anything about the permit requests filed with the Borough for MJ's to build a second deck.

Confusion on obtaining business licenses was discussed. It was stated by Jeff & Joel that they had an extremely hard time getting their business open due to run around and red tape. Brian reported that this situation is being addressed. The Borough is looking into a shared service with Aberdeen so that the construction department and inspectors would be more readily available and this would speed up the process. Additionally, Matawan will have the first part of the process to be completed online. This will be part of the new Borough website. Cathy suggested a slogan to be used "Matawan Means Business".

Goals for 1st half of 2022

- Completion of the brochure (Graphic Artist review and printing)
- Commission business meeting-aiming for April meeting-meeting to meet with all the businesses and exchange ideas
- Event-have at least one event (car show, farmers market, makers market, etc.)
- Mentoring-review the process (almost complete) to open a business, outline process on website. Jeff & Joel will create a mentoring program to help new businesses open in town. We will start to outline the steps at next meeting.

Brian mentioned that tax cards would also be discussed at the next meeting. The Borough would not be interested in the tax cards which are funded by the businesses. Brian is looking into the tax credit being funded by the Recovery funds which target businesses hurt by the pandemic.

Meeting adjourned at 8:00

Respectfully Submitted,

Linda Martin

Recording Secretary

Economic Development Business & Redevelopment Commission of Matawan