

Economic Development, Business & Redevelopment Commission
Meeting Minutes March 23, 2023
Held at Borough Hall

Meeting was called to order at 7:05

Attendance:	Deana Gunn	Steven Russell
Present:	Jay LoBosco	Dean Fazio
	Joseph Rizzuto	James McCue
	Cathy Zavorskas	Linda Martin
	Ryan Michelsen	
Absent:	Brian Livesey, Joel Pascua, Jeffrey Kagan	

Introduction and Welcome to Ryan Michelsen – Borough Administrator

Minutes of the February 23rd meeting were presented; Jay made motion to approve, Steve seconded, minutes approved.

Safe Place Program – email was sent via Chamber newsletter but may not have been seen by all.
Brochures – Second draft of brochure was presented. Deana will email members of the Commission for comments. Still needs to add photos and QR code. The electronic version also needs to direct people to page of the website specifically for businesses. When complete, it should be distributed to realtors and other interested parties in Matawan.

General Business Meeting – goal to invite business owners to our July 27th meeting for feedback on the business climate in Matawan. Meeting was originally to be before the pandemic and has been delayed since then. Questions to go out to business owners ahead of time and answered at meeting. The business email address list needs to be updated. Cathy to coordinate between two Borough lists.

Upcoming Events:

Chamber of Commerce There will be a general meeting on Tuesday, April 18th at The Woman's Club and The Annual Installation & Awards Dinner at MJ's on Tuesday, May 9th.

Blues & Cruise Night to be held on May 24th.

- Cathy has secured two \$500 sponsorships – Scalia Funeral Home and DiBari's Pizza & Restaurant. Dean mentioned that Fazio Auto would also be interested in sponsoring. The two other sponsorships available are \$300 for banner by bandstand and \$150 for trophies.
- Need more food besides Main St. Restaurants. DiBari's will bring pizza, Cathy to contact Burger Shop. Once Matawan restaurants are secured, we will open it up to food trucks – 2 at each end.
- Need meeting with Event Safety Committee
- Linda to send application to vendors as soon as question is answered as to whether the health permit fee will be waived for Matawan businesses and for vendors selling consumable items for take away not consumption at event. Deana to check with Health Dept & put together a resolution and let Linda know.

- Need to do a marketing piece to be distributed to Main Street residences and businesses to notify them of multiple street closures – Blues & Cruise Night, May 24th, Memorial Day Parade, May 29th, Burrowes Mansion 300th Anniversary & Re-enactment, June 2nd – 4th.

5K Main Street Donuts “Shark” Dash – starts & ends on Little Street & follows Henry Hudson trail; minimal street closures, proceeds to benefit MRHS Theater Program, Joe stated that sponsorships are needed and wants to include other businesses to highlight the town; Linda suggested Stillwell Garage who has a new owner and might be interested due to the shark theme and reference to boy, Lester Stillwell, who was killed by the shark. Event planner will handle all the details. Runners will be interested in the medal. Joe’s idea is to have a donut with a shark in the middle.

Matawan Day – set for October 7th with raindate of October 8th.

Sponsorships must be coordinate among all events so businesses are not being asked for too many sponsorships from different people.

Ongoing Items

- Farmers Market - The Recreation Department moving ahead with Farmers Market at the train station.
- Maker’s Market or Craft Fair to be considered by the Economic Development Business Commission next year.
- Main St USA vs Downtown NJ
- Abandoned Property Law & Vacant Business Law

Business News

- Wilt’s Group – owner of Quik Chek & liquor store property – looking for another liquor store to take over and something similar to Quik Chek; Chashama will need to move
- Mediterranean Chateau has new owners – will remain same type of restaurant
- Atlantic Glass parking lot situation with trucks has been resolved
- Work being done on retail space at 126 Main
- A Salute new owner has taken over; will make it a full restaurant; no club atmosphere
- Johnny’s Cozy Corner working towards opening – needs exhaust system

Meeting adjourned at 8:30

Respectfully Submitted,

Linda Martin

Recording Secretary

Economic Development Business & Redevelopment Commission of Matawan