

Economic Development, Business & Redevelopment Commission
Meeting Minutes March 18, 2024

Business Forum

Held in Office of OEM at Borough Hall

Meeting was called to order at 7:10

Attendance:

Present: Deana Gunn Steven Russell
 Joseph Rizzuto Jay LoBosco
 Jeff Kagan Joel Pascua
 Cathy Zavorskas Ryan Michelsen
 Linda Martin

Absent: Dean Fazio, Brian Livesey

Guests: Mayor Joseph Altomonte, Councilman Arlan Feiles
 Members of the Matawan Business Community

Minutes of March 6th meeting were presented via email – Jeff made motion to approve, Jay seconded, all approved

General Business Meeting – Monday, March 18th

- Introductions of Commission and Council members
- Cathy hosted a screen presentation on Commission’s past, present and future endeavors.
 - The presentation covered upcoming events – Car Show, Shark Run and Matawan Day.
 - It also described the soon to be completed “How to Open a Business in Matawan” brochure and the “Welcome to Matawan” brochure.
 - It focused on downtown revitalization and partnership/collaboration with business
- Business community members introduced themselves and their businesses
- Question and Answer Session
 - Suggestion were made such as extending light poles further down Main Street – answer from Deana & Mayor – light poles were purchased via a grant related to a census for certain area; hugely expensive but something to consider for future. LCD light conversion in works with JCP&L,
 - Suggestion about parking lot at BoA – answer from Deana – BoA space purchased and not owned by town; possibilities for parking are the lot behind BoA, the municipal lot behind Sprague Oil and old police station; signage needed,
 - Suggestion to update business listings on website for better visibility,
 - Suggestion to have signs along Henry Hudson trail advertising town businesses.

- Suggestion to have check off list for opening a business; answer in the works. Comments from business owners included that it just takes too long, however, concurrence was that Matawan not as bad as other towns.
- Suggestion was made for businesses to join Chamber of Commerce if not already a member to increase their exposure. Upcoming B2B Multi-chamber event would help businesses expand beyond Matawan to surrounding towns.
- Mayor Altomonte asked business owners what their feelings were on special improvement districts (SID). He explained the concept; comments included no more taxes and/or could be a positive experience for businesses involved in the SID areas.

Meeting adjourned at 8:15

Respectfully Submitted,

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