

Economic Development, Business & Redevelopment Commission Meeting Minutes
June 4, 2020 (postponed from May 28th)
No meetings held on March 26th or April 23rd due to COVID 19 Shutdowns
Virtual Meeting via GotoMeetings

Meeting was called to order at 7:10 by Council Chair, Brian Livesey.

Attendance:

(Present)	Deana Gunn	Linda Martin
	Brian Livesey	Lainey Acosta
	Jay LoBosco	Anthony Caltabilota
	Dean Fazio	Jennifer Jordan

Matawan Borough guests – Cathy Zavorskas, Scott Carew

(Absent) Nick Reeve

Minutes of February meeting presented. Jay made motion to approve, Jen seconded, all approved.

OLD BUSINESS

Chamber of Commerce– working through pandemic with virtual networking meetings and keeping businesses informed via email of latest developments.

- Formation of Association of Chambers organized by NJ Chamber to have one unified voice to present matters to government – very successful in other states. Today was the first meeting.
- Matawan Day – on hold. It was mentioned that Monmouth County Fair in August had already been cancelled. Not easy to get funding from sponsors if we are not sure whether Matawan Day would be taking place
 - o Car Show – Organizer (Andrew) has reached out to Chamber to have the show added to Matawan Day. Perhaps it should be a separate event.

PPE Equipment – Brian has access to equipment

Make Music Day – Sunday, June 21st

- Lainey arranging as a virtual event; full day of programming live performances and pre-recorded. People can tune in when they can – any NJ band or musician is welcome; up to 15 minutes to ½ hour performances
- Borough of Matawan to be featured throughout the day; unable to promote at places of business this year.
- Has the global alliance offered ideas? What is Montclair doing?
- Musicians can play out of their own homes.
- Continuity is important; this is second year and we should continue the tradition
- It can be hyped up a couple of days beforehand; Facebook & YouTube

- Organized via a spreadsheet of musicians
- Committee – Jay & Jen – where to send video performances; share on google drive and VIMEO

NEW BUSINESS

June 15th Opening of Main Street

- Feasibility study needed
- Reopening – Brian and Scott spoke about closing Main St. – County Road – Freeholders to provide approval – guidance soon from ABC to amend permit to expand serving of alcohol. BYOB would be a different situation; need to be figured out.
- Sidewalk sales & dining; Council approved no fees or red tape for permits;
- A Salut looks ready to open; Maloney's has patio ready
- Proposal for mini-festival – Summer Saturdays if this works for COVID – Request to restaurants – all on Main St, Route 79 & 516, need open communication with businesses, restaurants, Borough, Chamber, etc. Cathy to communicate with restaurants in town.
- close Little Street; must have reservations; can be similar to Red Bank; limit to 25 – depends on square footage
- Could be a step towards Matawan Day
- Need walking space and maybe bike riding
- Goal – get people to come downtown;
- Brian to look into signage – Matawan is Open for Business

Ribbon Cuttings for New Businesses

- Good for Borough; connection to Borough and Council; businesses should not be required to join Chamber of Commerce to have a ribbon cutting ceremony, but they can be encouraged to join.
- Borough needs to get big set of scissors
- Offer of ceremony can be added to the Welcome Email sent to new businesses

Spotlight on Businesses – first one Calta Tax Financial

Commission members to provide Linda with their cell phone numbers to be circulated to other commission members.

Meeting adjourned at 8:20

Respectfully Submitted,

Linda Martin
 Recording Secretary
 Economic Business Development
 Commission of Matawan