

Economic Business Development Meeting Minutes
July 25, 2019

The July Economic Business Development Meeting was called to order at 7:10 by Council Chair, Deana Gunn.

Attendance:

(Present) Deana Gunn
Brian Livesey
Alaina (Lainey) Acosta
Jennifer Jordan
Anthony Caltabilota
Linda Martin

(Absent) Brett Cannon
Jeremy Szoc

- Motion to approve minutes of June 17th, 2019 meeting made by Brian, seconded by Jen. All approved.

Old Business

- National Night Out
 - August 6th, 6:00 – 8:00 Terhune Park, run by Police Dept., Patrolman Anderson
 - Showing of movie by Community Center when it gets dark (Avengers – Infinity)
- Matawan Day
 - Chamber of Commerce is In progress of getting sponsors & vendors

Flyer for National Night Out and notice of Matawan Day to be emailed out to all businesses from new email account

New Business

- Management Review
 - Outside firm comes into municipalities to evaluate operations and procedures and and make suggestions. Matawan has hired a consultant to start this process for review of operations, to streamline processes, improve technology and prioritize procedures
- Calendar of Upcoming Events to Businesses
 - The Borough is looking for an “information person”, part of whose responsibilities would be to keep a Borough calendar and communicate it to businesses and residents
- Empty Businesses
 - There are too many empty businesses on Main Street. Suggestions were if a business (under 5,000 sq. ft) were vacant for over a year to give incentives (like a fee waiver) for business to move in
 - Press release to attract small business with incentive program once the train station project is underway
- Monday Night Bayshore 2020
 - Market & brand Bayshore towns – County hired person to highlight towns – mayors are gathering information, such as events, museums & highlights of town
 - Discover the Bayshore - 117 Things to do from Exit 117

- Environmental – extend Henry Hudson trail through Matawan; restore trestle bridge;
- Other Business
 - Signage to train station and new signs for parking are planned
 - Curb replacement has begun
- The meeting was adjourned at 8:30 pm

Respectfully Submitted,

Linda Martin
Recording Secretary