

Economic Development, Business & Redevelopment Commission
Meeting Minutes, October 28, 2024
Held in Council Chambers at Borough Hall

Meeting was called to order at 7:11

Attendance:

Present:	Steven Russell	Joseph Rizzuto
	John Christopher	Cathy Zavorskas
	Ryan Michelsen	Linda Martin

Absent: Brian Livesey, Deana Gunn, Jay LoBosco, Jeff Kagan, Joel Pascua, Dean Fazio

Minutes of the September 16th meeting were presented – Joe made motion to approve, Jeff seconded via email. Minutes approved.

Chamber of Commerce:

Networking luncheon at Alternate Ending with Dr. Jackeline Mejia-Fuertes, Director of NJSBDC at Brookdale gave a presentation on AI. Event was very informative but not as well-attended as expected with only 22 people.

Economy is on hold until after the election. Per Joe, business is very slow.

Events:

- **Matawan Day** – New location – mixed reactions from vendors. Joe sent his staff home due to lack of business and would like it back on Main Street. This is highly unlikely since Aberdeen Road will be closed until 2026 and then construction will start on Ravine Drive. There were businesses from Main Street who participated. We will make an effort to include more Matawan businesses next year. John suggested a Matawan business table where businesses can give out coupons or deals to be used throughout the weekend or longer.
- **Small Business Saturday/Turkey Trot** – Turkey Trot has also been re-routed to be off Main Street this year. Cathy registered Matawan as a Neighborhood Champion for Small Business Saturday where shopkeepers give permission to advertise discounts, gift cards or coupons. Past campaigns included Run, Eat, Shop. Include a 1 pager with coupons, discounts or a coupon code in runner's package. Steve suggested a Discover Downtown Scavenger Hunt.

Events for Next Year

Car Show – date to be determined

Shark Run – tentative June 14th

Memorial Day Parade – Cathy suggested not having it on Memorial Day, perhaps the Thursday night before Memorial Day

Brochures

Matawan Brochure distributed

How to Open Business Brochure – being worked on. Cathy would like to model it after Newton brochure with check off boxes, including historical preservation, zoning & other important steps in process.

Business License Renewal

Communication system has improved with implementation of SDL (Spatial Data Logic) system which will allow all departments to share an up-to-date email address list.

Open Comments

John suggested a Restaurant Week in March which would include Matawan restaurants & retail businesses

Linda reminded members that there would be a joint holiday gathering on December 5th with the Chamber of Commerce and the EDB Commission, possibly at Maloney's. It is still to be determined if there would be a fee to attend or pay your own way. The Chamber is hoping for a sponsor for food.

Meeting adjourned at 8:20. Next scheduled meeting, Monday, November 18th

Respectfully Submitted,

Linda Martin

Recording Secretary

Economic Development Business & Redevelopment Commission of Matawan