

MIDDLE SMITHFIELD TOWNSHIP ECONOMIC DEVELOPMENT COMMITTEE

April 14, 2014

6:30 PM

In accordance with Act 98, 1998; Prior to the Economic Development Committee vote on any matter, the chairperson will allow for public comment on that particular item. Individuals wishing to be heard at that time please indicate so by raising your hand, and the Chairperson will recognize you... Cell Phones should be turned off when entering the meeting room.

1) Call Meeting To Order/Pledge of Allegiance

2) Approval of Minutes: March 10, 2014

3) Approval of agenda:

4) Correspondence:

- a) Resignation of Steve Feuer

5) Old Business:

- a) Brochure distribution
- b) Combined business directory status update:
 - i) Recap of current directory status
 - ii) Status of April 2014 distribution
- c) Shop Local Subcommittee:
 - i) Identification of active participants – Do we have a list?
 - ii) Meeting schedule – Invitation went out do we have a date?
 - iii) Project plan for 2014
- d) Update on LERTA:
 - i) Just a thought – LERTA is not catchy, should we create a name for our program?
(thinking of the example **STARTUPNY**)
- e) Survey of township residents – have there been any responses?

6) New Business:

- a) Marketing brochure for visitors:
 - i) Subcommittee reconvene
 - ii) Concerted effort to ensure all tourist oriented businesses are registered
 - iii) Timeline for publication
- b) Strategy for new business development:
 - i) Create list of marketable properties
 - (1) Facility condition?
 - (2) Fit for use as?
 - (3) Owner?
 - (4) Listed for sale?
 - (5) What else?
 - ii) Create profiles for the ideal types of businesses we are missing
 - (1) Use directory and other resources to determine the current mix of business

- (2) What are the types of businesses we seek – categorize
- c) Demographics project:
 - i) What can we use the demographics for
 - ii) How do we create a marketing packet for prospects?
 - iii) Develop personas (profiles) of local shoppers (based on demographics)?

7) Items of General Interest:

8) Announcements:

9) Next meeting date: May 12, 2014, 6:30 p.m.

10) Public Comment:

11) Adjournment:

DRAFT