



## **Minutes: Economic Development Advisory Committee 12 January 2015**

The regular meeting of the Middle Smithfield Township Economic Development Advisory Committee was held on January 12, 2015 at 6:30 pm at the Schoonover Municipal Building with Carrie Wetherbee as Vice Chairman presiding.

**Board Members:** Carrie Wetherbee, Carl Wilgus, Gina Bertucci, Beverly Brown, Robert Hetu by phone

**Township Staff:** Supervisor Annette Atkinson, Supervisor Michael Dwyer, and Judith Acosta as Liaison and Recording Secretary

Meeting started at 6:40 with Carrie Wetherbee as acting chair until Robert Hetu joined the meeting by telephone conference around 7:00pm. Robert Hetu, as Chairman, conducted the reorganization of the board and was able to remain on the line to discuss some old business. When Robert's call ended, Carrie Wetherbee resumed as acting chair.

### **Agenda and Minutes**

- Carrie Wetherbee motioned to accept the agenda, and the board unanimously agreed.
- Carl Wilgus requested a change to the minutes from last meeting. Following that change, Gina Bertucci made a motion to accept the minutes and the board unanimously agreed.

### **Reorganization**

- At the recent Board of Supervisors meeting, Robert Hetu was appointed Chairperson. Two terms expired, Beverly Brown and Gina Bertucci were appointed as members.
- Two positions remained open on the board; Vice Chairperson & Secretary
- Carl Wilgus nominated Carrie Wetherbee for Vice Chairperson, Beverly Brown seconded the motion, and there were no objections. Carl Wilgus volunteered for the position of Secretary. Appointment passed 5-0
- Sub-committee members will be contacted to verify their intentions to participate.

### **Shop Local Program, Judy Acosta & Annette Atkinson**

- All members agreed this program was successful. Carl Wilgus thought the banners over Route 209 brought attention to the program and a feel of community.
- Gina Bertucci would like to talk about expanding this program to other holidays. Annette Atkinson suggested perhaps a Dinner & Movie program. Other suggestions were; Restaurant week, sidewalk sale, back to school, start of summer. Mike Dwyer cautioned

that we not overwhelm the community with too many Shop Local events. Adding one additional event this year was discussed.

- Discount card was substantial this year and brought the program home to the community. This was a very successful component of the campaign.
- Restaurant week was further discussed with the following ideas:
  - Any food venue with more than 1 table & 2 chairs can be considered a restaurant
  - Carrie Wetherbee suggested we not include all restaurants at one time, perhaps a few different restaurants each week.
  - Mike Dwyer suggested that all restaurants be included and that each participating restaurant provide 1 special for the week. Gina Bertucci felt it may be better to offer a % off for a period of time.
  - If we were to combine dinner & a movie, Robert Hetu suggested that we contact both the theater and the restaurants to see what would work best for them. Carl Wilgus suggested “show your receipt from dinner for a discount to the movie” and vice versa. Gina Bertucci offered showing a movie in Echo Park and residents can enter for free if they bring their receipts from dinner.
- Robert Hetu suggested we get the businesses together to discuss these ideas further and hear how their experience was with our recent Shop Local Campaign. Carl Wilgus suggested we invite participating businesses to our next meeting and dedicate the first 30-45 minutes to a Shop Local meeting. All were in agreement. Judy Acosta will contact businesses and invite to the 2/9 meeting.
  - Refreshments to be provided
  - Introduce the EDC board and offer participation in a Shop Local subcommittee
  - Discuss Shop Local 2014 experience
  - Discuss Shop Local 2015 ideas and events

### **WhereMST app & Business Directory**

- Robert Hetu suggested we review the app and include businesses that participated in Shop Local as he does not think they are all included. Judy Acosta will review and work with Steven Natiello to include any missing businesses.
- Gina Bertucci suggested that navigation on [www.middlesmithfieldtownship.com](http://www.middlesmithfieldtownship.com) is complicated and contains too many steps to get to the Business Directory. Also, on the EDC page, the Business Directory is viewed as a google docs excel spreadsheet. Judy

Acosta will work with Steven Natiello to link the Shop Local website ([www.mstshoplocal.com](http://www.mstshoplocal.com)) and have that used as our Business Directory moving forward as it is more user friendly.

- EDC page is to be updated with new board members and positions. Judy Acosta will complete this
- Shop Local website ([www.mstshoplocal.com](http://www.mstshoplocal.com)) will be updated to reflect a new theme (less holiday) and updated copy for the home page. This will be discussed further with Steven Natiello for completion.

### **LERTA, Mike Dwyer**

- Mike Dwyer provided a sample Ordinance and sample Resolution to be reviewed.
- Latest news – the Commissioner’s solicitor would like to advertise a meeting for Q & A prior to holding a final meeting. Our Board of Supervisors are available at any time to participate in this meeting.
- The school board has 6 seats opening up this year which could be critical to this program

### **Goals for 2015**

- LERTA participation
- Attract new stores into community (toys/pets/baby/clothing)
  - Annette Atkinson suggested creating a marketing packet that can be given to local (or not local) realtors for businesses who may be interested in moving into our area. This can also be given to the business directly. This packet would highlight the reasons why Middle Smithfield Township is a great place to do business.
  - Sell the concept that MST is a great place to be
  - Gina Bertucci wondered if we have an MLS listing available of commercial properties. Beverly Brown offered to get the list and provide it to all board members.
  - There are some concerns with Price Chopper changing to Market 32 (a more Whole Foods type of store) We could perhaps contact this store owner to find out more.
- Shop Local agenda
- Calendar with time line

## **New Business**

- Vision 2030 Delaware Water Gap National Recreation Area, Carl Wilgus
  - A copy of their August 25, 2014 vision was provided by Carl Wilgus
  - This year is Delaware Water Gap National Park 50<sup>th</sup> anniversary.
  - Next year is Department of the Interior 100<sup>th</sup> anniversary
  - One of their goals is to establish a welcome center. Wouldn't it be nice if it was in Middle Smithfield Township?
  - ALL EDC members are to read through this handout. There is a section on trails that we could use to our benefit here in Middle Smithfield Township as well.
  
- Announcement of a possible teaching kitchen at Whispering Pines, Annette Atkinson
  - East Stroudsburg University is losing its culinary kitchen for a couple of years while renovations are done to the building. Annette Atkinson is meeting with members from ESU, North Hampton Community College and MCTI to discuss the possibility of using Whispering Pines as a teaching kitchen.
  - Annette Atkinson's vision is to have limited seating dinners once in awhile so as to not compete with other local restaurants, but provide exposure for the school(s) while serving the community (perhaps community events, etc.)
  
- Budget for 2015 is the same as last year, \$2,500.00

**Meeting adjourned at 8:08pm**

**The next meeting will take place on February 9, 2015 at 6:30pm**