



Minutes: Economic Development Committee

13 April 2015

The regular meeting of the Middle Smithfield Township Economic Development Committee was held on April 13, 2015 at 6:30pm at the Schoonover Municipal Building with Bob Hetu presiding and Steven Natiello as acting recording secretary.

Board Members: Gina Bertucci, Carl Wilgus, Bob Hetu, Carrie Wetherbee, Beverly Brown

In Attendance: Debbie Kulick, Ed Regina

Township Staff: Supervisor Annette Atkinson, Supervisor Mike Dwyer, Coordinator Steven Natiello

Bob Hetu made a motion to call the meeting to order. Carrie Wetherbee seconded the motion. Motion passed 5-0. Meeting called to order at 6:36 pm.

Minutes and Agenda

- No minutes to approve due to lack of March meeting.
- Carl Wilgus made a motion to approve the agenda. Gina Bertucci seconded the motion.

Correspondence.

- The EDC discussed who might attend the chamber of commerce dinner [see agenda]. Reception is at 6:00pm. Dinner starts at 7:00.

Old Business.

Restaurant Week. Annette Atkinson and Steven Natiello

- Annette and Steven gave an update on Restaurant Week in Judy's absence.
- There are 10 businesses on board so far; we are still awaiting .
- Annette and Steven will finish cleaning up the spreadsheet with restaurant statuses, and distribute to the committee.
- The committee agreed to help the Township follow up with businesses already on board to get their respective Restaurant Week menus. Several committee members will reach out to the businesses with which they are personally familiar.

LERTA Update. Mike Dwyer and Annette Atkinson

- Mike and Annette met with Ron Bradley and Eileen Featherman and their attorney. R.B. and E.F. had expressed concern with the geographic area, but after discussing with A and M agree with the full scope, as long as there was a 10 year sunset clause Applicants can apply anytime within the 10 years, and there will be a 5 year tail following the end of the application period.
- Annette Atkinson and Mike Dwyer were just at the finance meeting, where they received a green light and full support; at the next schoolboard meeting, they will support LERTA.
- At that next meeting they will figure out a date for the public hearing at which LERTA will be officially adopted.

- The committee congratulated the Supervisors for successfully getting this through. Mike was glad to have paved the way for other Townships to adopt similar measures.

Marketing Package for Realtors etc. update - subcommittee

- Carl Wilgus reported that they had collected information and sent to Annette regarding the ad for the Pocono Mountains Economic Development Guide. Carl feels that it would be most cost-effective to utilize anything possible from the Monroe County report, and work the rest in-house as-needed.
- The committee agreed to meet and continue progressing.

Regional Guide Update. Carl Wilgus

- Carl updated the committee on the Parks Service's efforts toward a future plan for a national park.
- The Parks Service are doing a survey of historical sites. In the 2030 plan is a major structure site to serve as an iconic foundational structure that would help draw positive interest. A major infrastructure investment. 4-10 million \$ investment.
- The committee agreed that Middle Smithfield Township is an ideal location in terms of Economic Development, as it would contribute toward establishing MST as a destination.
- Carl also updated the National Parks Conservation Association about what can be done to enhance the Parks services in our area. They are hiring a new position to oversee the new investments.
- They will be releasing the report and discussing the implications on April 22nd. Carl mentioned that there will be a number of new opportunities.
- Carl suggested looking for an office space that can encourage the National Parks Association to choose MST as the destination.
- Gina added that the 50th anniversary and 100th anniversary is upon us with no major announcements from the Parks Service.

Access Points to the DWG and cross-locale development

- Carrie added that there are developments in the Lehigh Valley area that might prove valuable in developing our area too. Carl agreed that there is significant value in following the progress of our neighbors for more cross-region development. There is a Silent Auction and dinner on April 30th for the Delaware & Lehigh Heritage Corridor for the . Carrie just joined and is planning on attending; she will share the details with the committee in case others are interest.
- Gina mentioned that she and Carl had discussed access points to the Park and the River within our Township so that there are more opportunities for people to enjoy and access the river.

- Carl mentioned the recent issues with overuse of the Kittatinny area. There has been some success with traffic redirection, and the development of more access points would be beneficial to all.
- Carrie will distribute the information about the dinner.

Old Business

Mastodon Foot

- Annette received and filled out the paperwork on shipping a fiberglass cast of the mastodon foot. Gina suggested that this line item be moved to “*Really Old Business*”
- Annette mentioned that Fossil Day is in October, which would be a great opportunity for a small announcement event/foot dedication.

New Business

WhereMST App Statistics Update.

- Bob Hetu provided the latest statistics on the WhereMST app, including increased page views, downloads, and uses.
- Bob Hetu suggested reminding local businesses that the push notifications and coupons are available for use. He mentioned that push notifications always generate some use, so that is a good way to encourage people to use the app.
- Bob added an alphabetical listing in addition to the categorical view. So far it’s limited to restaurants, but he plans to expand it to all businesses. .
- There was a discussion regarding the promotion of the Whispering Pines. Steven informed the committee about the new WhisperingPinesCCP.com
- There was a discussion about upcoming projects and when the committee should start planning future events (such as Shop Local Holiday). Options for new attractions and development were discussed briefly.
 - There was a discussion about the development of museums. Gina Bertucci suggested talking about Mal Law to further develop the Pocono Indian Museum.

Announcements

- 1000 Feet of Street is April 25th.
- Cleanup and Freecycle are on May 1st and 2nd. Free paper shredding will take place on the 1st.
- There will be a big push to sell raised beds at the Community Gardens Park on Coolbaugh Road.
- Golf Tournaments
 - Tall Cedars on April 25th.
 - Madys Angels on May 3rd

The next meeting is scheduled for May 11th. Bob Hetu made a motion to adjourn. Carl Wilgus seconded the motion. Motion passed 5-0. Meeting adjourned at 7:35.