



Minutes: Economic Development Advisory Committee **11 May 2015**

The regular meeting of the Middle Smithfield Township Economic Development Advisory Committee was held on May 11, 2015 at 6:30 pm at the Schoonover Municipal Building with Carrie Wetherbee as Assistant Chairman presiding.

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

Subcommittee Members: Debbie Kulick,

In Attendance: Ed Regina

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

Meeting started at 6:35 with Carrie Wetherbee as acting Chairman.

Minutes and Agenda

- Minutes from meetings on February 9, 2015 and April 13, 2015 were accepted and approved.
- Agenda for May 11, 2015 was accepted and approved.

Old Business.

Restaurant Week. Judith Acosta & Annette Atkinson

- Judy provided an update on Restaurant Week indicating there are 12 restaurants participating and deals & discounts begin today.
- All participating restaurants received table tents, menus or specials boards (8x11 frame), lawn sign and window decal.
- In addition, all participating restaurants were given featured images and banners on our www.mstShopLocal.com website, daily advertising on our mstShopLocal Facebook page and advertising along with links on our township webpage.
- When asked how we will track success, Judy explained that in addition to feedback expected from business owners and residents, we will have analytics based on website usage.

LERTA Update. Mike Dwyer and Annette Atkinson

- A public meeting has been announced for May 26, 2015. At this meeting the Board of Supervisors expects to identify the LERTA zones and enact the proposed LERTA Ordinance.
- The agreement allows for a span of 10 years to utilize the LERTA so there is time to use the LERTA to bring new development to the township

- The ESASD School Board and Monroe County Commissioners have stated that once the township sets the LERTA zones in the hearing on May 26th, they will adopt the draft ordinance as written at their respective public meetings. Their meetings, respectively, are scheduled for June 15th and June 3rd
- The changing of board members on the ESASD School Board was discussed and the concern that those coming on board may not support the LERTA. It was confirmed that the school board positions take effect in January 2016.
- The EDC commends Mike and Annette for all of their hard work. Mike Dwyer offered his thanks to Parin Shah, Carl Wilgus and others who helped bring it to the table and involve others in their efforts.

Marketing Package for Realtors etc. update - subcommittee

- Carl Wilgus is chairing the Marketing Package subcommittee.
- A meeting for May 27th at 8:30am is scheduled.
- Gina offered to provide artwork for this project
- The purpose of the upcoming meeting is to determine the design of the package we would like to create and then discuss how we can get the package into the hands of potential developers or business owners.

Regional Guide Update. Carl Wilgus

- The journal communication piece is in progress. They should be coming out soon for a photo shoot. Middle Smithfield Township is the only township participating in the publication.

National Park Service Update, Carl Wilgus

- Carl updated the committee on the Parks Service's recent luncheon and it's success.
- The NPS is connected with the William Penn Foundation. There is a possibility of a National Geographic project funded by the William Penn Foundation highlighting the Delaware Water Gap National Park, the river and surrounding areas. A project such as this would encompass 4 counties including Monroe.
- MST is interested in becoming the gateway to the National Park with a visitor center location. This interest has been brought to the NPS's attention.
- The NPS is looking for a visitor center to include an interactive area, educational center and transportation hub to name a few.

209 Clean Up

- Beverly expressed concern with our commercial corridor and the trucks & signs along 209
- Annette advised we are working with Zoning to remove the illegal signs, trucks, etc.
- Carrie agreed that people are taking advantage and thanked the township for their efforts

- Mike Dwyer indicated that PennDOT has indicated they expect to pave Rt 209 in 2016.
- Ed Regina brought up a concern with the traffic light at the corner of Oak Grove and Rt. 209 indicating that the light was not cycling properly.
- Mike Dwyer advised that the light is being fixed and he will follow up on the matter.

Mastadon Foot

- Carrie Wetherbee would like to see a case for the replica in our lobby.
- A museum would be a goal in the future. Carrie Wetherbee suggested the old library building. If a museum is the goal the EDC can help find the grant money to support it.

Announcements

- Compost Area has opened, check the website for more details
- Community Gardens is opening in June

The next meeting is scheduled for June 8th. Carl Wilgus made a motion to adjourn. Carrie Wetherbee seconded the motion. Motion passed 4-0. Meeting adjourned at 7:21