



Minutes: Economic Development Advisory Committee 8 June 2015

The regular meeting of the Middle Smithfield Township Economic Development Advisory Committee was held on June 8, 2015 at 6:30 pm at the Schoonover Municipal Building with Carrie Wetherbee as Assistant Chairman presiding.

Board Members: Robert Hetu, Carrie Wetherbee, 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 6:31 with Robert Hetu as Chairman.

Minutes and Agenda

- Motion to accept the Minutes from meeting on May 11, 2015 as written made by Gina Bertucci, seconded by Carrie Wetherbee. Motion approved unanimously.
- Motion to accept the Agenda as written made by Gina Bertucci, seconded by Carrie Wetherbee. Motion approved unanimously

Old Business.

Restaurant Week. Judith Acosta & Annette Atkinson

- Judy Acosta reviewed analytics as provided by Steven Natiello. (attached)
- Individual restaurant owners did not provide specific feedback as to number of participants or sales generated. However, several restaurant owners spoke to Judy Acosta, Carrie Wetherbee, Annette Atkinson and others with regard to their success and satisfaction with the event, as well as posted positive comments on Facebook, and gave positive comments to the Pocono Record (article attached).

LERTA Update. Mike Dwyer and Annette Atkinson

- 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 Monroe County Commissioners are waiting on the ESASD School Board to pass the LERTA and then they will pass their LERTA at their next meeting.
- Michael Dwyer stated that he attended the recent ESASD Finance Committee meeting and the LERTA is on the agenda for the next ESASD School Board meeting.
- All are welcome to attend or write letters in support.

Marketing Package for Realtors etc. update - subcommittee

- The subcommittee met on May 27th and discussed their plan for a realtor package
- A brief description of what will be included in the realtor package was provided to the committee. The subcommittee is continuing to work on the package and will present it to the EDC upon completion.
- Beverly Brown will contact the Pocono Mountain Realtor Association to see if we can attend and possibly present at one of their upcoming meetings. Their next meeting is June 18th.

National Park Service Update

- Carl Wilgus was not in attendance so Carrie Wetherbee who attended a recent meeting was able to provide a short update.
- Referring to the NPS “Guide to the Gap”, Carrie Wetherbee brought to the attention of the EDC the various upcoming events currently scheduled through October 2015
- This could be useful when planning our events to know what NPS events are coming and to possibly tie into them. This also allows us to take advantage of the expected increase in tourism.

New Business.

Shop Local Programs

- Discussion was held with regard to how many Shop Local events should take place each year. Options included remaining with two events, Shop Local holiday event & Restaurant Week, or expanding to have three to four events per year.
- The purpose of EDC events is ultimately to grab the attention and attract people to places where they haven’t been before.
- A scavenger hunt idea was discussed at length, perhaps tying into the reveal of the Mastadon historical marker. Robert Hetu will email the committee with some ideas based on the discussion

Traffic Light Concerns

- Ed Regina voiced his concern with the timing of traffic lights, this time specific to the light at Perkins.
- Gina Bertucci suggested that perhaps the EDC could write a letter to PennDOT to assist in this matter. Robert Hetu will send a letter on behalf of the EDC.

Paving

- Another concern was voiced with regard to the paving of Route 209
- Michael Dwyer stated that PennDOT is expected to pave Route 209 in the summer of 2016. The recent paving observed was simply road shoulders and curbing.

Announcements

- Two new parks recently opened; MST Dog Park & MST Community Gardens. The Judy Putek park will return to a natural park as it was intended to be.

The next meeting is scheduled for June 8th. Meeting adjourned at 7:49