

Middle Smithfield Township
Economic Development Committee
Minutes: January 20, 2014

Present: Debbie Kulick, Bob Hetu, Carl Wilgus, Carrie Wetherbee,

Subcommittee members: Steve Feuer, Parin Shah, Beverly Brown, Angel Santos

Supervisors: Annette Atkinson, Mike Dwyer

Absent member: Tim O'Donnell

Absent subcommittee members: Ed Regina, Steve Van Why

Guest: Lorraine Tacardon (Liaison from Shop Local Business Owners)

Call to Order: Meeting called to order at 6:40 PM by acting Chair, Debbie Kulick.

Reorganization: In compliance with the township requirement, the committee conducted its yearly reorganization process:

Chairman: A motion was made by Carl Wilgus and seconded by Debbie Kulick to elect Bob Hetu as Chairman. Passed 5-0

Vice Chair: A motion was made and seconded by Debbie Kulick and seconded by Carl Wilgus to elect Carrie Wetherbee as Vice Chair. Passed 5-0

Secretary: A motion was made by Carl Wilgus and seconded by Carrie Wetherbee to elect Debbie Kulick as Secretary. Passed 5-0

Minutes: The minutes of the previous meeting were accepted as corrected. Several changes were made to clarify information by Supervisor Dwyer. A motion to accept the minutes with changes was made by Carl Wilgus and seconded by Carrie Wetherbee. Passed 5-0

Correspondence: Carl Wilgus shared information about a Chamber of Commerce Business breakfast he attended (2 MST township supervisors. Dwyer and Atkinson were also in attendance). He also handed out information on and upcoming program 2/18 in Pike County.

Committee Reports

- A. **Business Brochure Project:** Discussed were the two individual projects that were under creation by the two subcommittees that were started at the previous meeting. One brochure (Carrie Wetherbee, Tim O'Donnell, Bob Hetu and Beverly Brown) focused on creating a brochure that would target visitors to the area. The second brochure (Steve Feuer, Debbie Kulick, and Ed Regina) focused on development of a brochure directed toward residents and businesses that would focus on that market.

After discussion, the group compromised on the combination of the two brochures to be created in a directory format, listing all businesses by business category. These listings would be free and the directory would be available through business locations and mailed directly to all residents.

Committee members would solicit the information to be included in the directory and the area to be covered would be those commercial businesses within the township, focus on the 209 and 402 corridors (Although all brick and mortar businesses will be included if desired.) with a target mailing date of April. Debbie Kulick will work with Tim O'Donnell on the various areas for solicitation. The information will be emailed to all members.

A motion was made by Bob Hetu to combine the two subcommittees as phase 1 of the brochure project to create the no-cost participation directory including line item listings by category, with a target mailing date of April 2014 and to include information about the Economic Development Committee, allowing it to begin its branding promotion. The motion was seconded by Carrie Wetherbee. Passed 5-0 Committee members would be responsible for obtaining the business information to be included and all referrals for the project would be directed toward the EDC's email address and telephone extension the township line identified as the EDC for additional information or questions. The township extension for EDC is 204.

Bob Hetu indicated that the contact process would allow committee members to begin to create a liaison relationship for businesses with the EDC.

- B. **Shop Local Project:** As established the Shop Local Subcommittee consists of one person, (Lorraine Tacardon) with the plan to attract other business owners that are interested in Shop Local to be a part of the Sub Committee. Any meetings with the local business owners are Shop Local Subcommittee meetings, just as the On Line Directory Subcommittee meetings. General discussion included was that the SLP will work as a subcommittee of the EDC comprised of businesses operating under the EDC and

reporting to the EDC members. Annette will provide copies of the notes from the business owner's meeting at the township. There was significant discussion on how to brand Shop Local along with the EDC for Middle Smithfield Township (MST). There was discussion with respect to the types of businesses within the township and creating distinction for consumers as to whether a business is locally owned, a local franchise or a national chain. There will be a follow-up meeting concerning the SLP and it will be an on-going project.

Bob Hetu showed some truncated ideas that would be useful in the branding process and would show well on both Facebook (60 followers) and Twitter (166 followers). Block lettering with MST EDC were the most appealing to the group. Further discussions around the logo and branding will be required before finalizing. Bob Hetu also discussed the idea that all business related messages should go on the EDC's Facebook Page as well. There was agreement with the EDC members as well as with the Supervisors.

- C. **LERTA:** Carl Wilgus discussed meeting with Bob Philips and Chuck Leonard with respect to the township and the LERTA project. They discussed the existing LERTA projects within the county(ies) and the future steps the township will be following in their process. Mike Dwyer made available for all members present the handout entitled LERTA steps. The Supervisors will continue the process and include the EDC as needed.

Old Business:

- A. **Seminars:** There was discussion about the seminars that had been planned previously. Both the Social Media and Business 101 series need to be supported by businesses to be successful. Bob Hetu will canvas businesses to find out what they would like to see presented.

New Business

- A. **Dine Around Town:** There was general consensus that the DAT activity is positive. Beverly Brown reported that Great Bear would not be serving until spring. It was decided that DAT would start again in spring and the first location will be Great Bear for the Pasta night.
- B. **Mission & Vision Statements:** Bob Hetu asked everyone to review the Mission and Vision Statements to see if there should be any updating done. He will forward them to all members for consideration.
- C. **Future event:** Carl Wilgus reported that the Career Link Job Fair will take place April 15 at Fernwood.

Adjournment: There being no other business, a motion was made to adjourn at 7:52 p.m. by Carrie Wetherbee and seconded by Debbie Kulick. The next meeting will be held on Monday, February 10, 6:30 p.m. at the township building.

Respectfully submitted,

Debbie Kulick

Secretary