



Minutes: Economic Development Committee

July 14th 2014

the regular meeting of the Middle Smithfield Township Economic Development Committee was held on July 14th, 2014 at 6:30pm at the Schoonover Municipal Building with Bob Hetu presiding and Steven Natiello as recording secretary.

Board Members: Carrie Wetherbee, Debbie Kulick, Carl Wilgus

Township Staff: Supervisors: Annette Atkinson, Mike Dwyer; Township

Liaisons: Joan Woisin, Steven Natiello

Members: Ed Regina, Beverly Brown

Meeting called to order at 6:30pm.

Minutes and Agenda

- Steven Natiello distributed the June meeting minutes, which were approved 3-0 with a motion by Carrie Wetherbee that was seconded by Debbie Kulick.
- Steven Natiello distributed the June meeting agenda, which was approved 3-0 with a motion by Carrie Wetherbee that was seconded by Bob Hetu.

Correspondence

- Gina Bertucci and Julie Bowman were welcomed to the committee.
- Presentation by Peter Wilforst from Penn State Extension. Their focus is to help communities think of ways to enhance the Economic Development and businesses within their townships.

Newsletter Insert Update. Steven Natiello

- Steven Natiello updated the committee on the status of the newsletter insert, which is scheduled to be distributed within the Township's summer newsletter. It was a final draft but errors were pointed out in the placement on the map. Joan to help correct it.

WhereMST App for Mobile Devices. (Steven Natiello on behalf of Bob Hetu)

- Bob Hetu has used an online service to create an app titled "WhereMST", which provides an intuitive mobile interface for the directory of local businesses. The app is complete and ready for a soft launch. It will be launched and businesses that applied to be on it will be asked to look at it and to send in any corrections or additions. The app will have the ability to have coupons and be pushed out. Once the soft launch is over, the app will have a full launch with a press release and possibly the banner across 209. Businesses would have the capability to add themselves thru the app. Debbie Kulick mentioned that using Route 209 and Milford Road can be confusing. Julie Bowman mentioned that the app should have complete addresses.

LERTA

- Mike Dwyer gave a LERTA presentation for Realtor's Association on 7/11/2014. Mike reported that they were excited about it and mentioned that there is a need for industrial n this area.

New Business

Bob Hetu mentioned that it was discussed that the Directory would only be for businesses that have physical presence in the Township but the question of including emergency services to it arose. It was decided that it would the numbers for Pocono Medical Center, Swiftwater State Police and 911.

Announcements

Mike Dwyer announced that Four Seasons Diner closed down.

Steve Natiello announced the Volunteer Appreciation Luau being held on August 2nd, 2014 at Whispering Pines.

Mid-Year Report is July 24th, 2014 and needs to be handed in the week before.

Comments

Ed Regina is encouraged by our Shop Local campaign but has a problem with the traffic through the township. We need to work with PennDot to changes the lights to move traffic.

Meeting adjourned at 7:30pm A motion was made by Bob Hetu and seconded by Carrie Wetherbee to adjourn.

Next Meeting: August 11th 2014