

# **Middle Smithfield Township**

## **Economic Development Committee**

### **Minutes August 12, 2013**

Present: Debbie Kulick, Bob Hetu, Ed Regina, Carl Wilgus, Steve Van Why, Carrie Wetherbee, Steve Feuer, Parin Shah

Supervisors: Annette Atkinson,

Excused: Noreen Lowris, Angel Santos

Absent: Tim O'Donnell, Beverly Brown

Meeting called to order at 6:37 PM.

Review of July 8<sup>th</sup> meeting was accepted with changes. Corrections will be made and forward to members.

Supervisor Annette Atkinson stated that the Chair and Vice Chairman meeting will not be held on August 23<sup>rd</sup>. The date of the meeting will be announced with notification.

#### **Committee Report**

- A. Survey Project: The draft of the survey project that will going out to all residents (renters, business and property owners) with the September Middle Smithfield Newsletter was reviewed on Thursday August 1<sup>st</sup>. After a second review at our meeting on August 12, additional corrections were made and the survey was accepted for mailing. Carrie Wetherbee will make corrections and forward final copy to members.

It was decided at that a different survey will be prepared and reviewed prior to the Tax mailing in January. Carrie Wetherbee will continue to coordinate the project for that mailing. The survey will reflect the direct concerns of the tax payers, which will not included renters and non-residents of Middle Smithfield Township. The date of the workshop for this survey will be announced.

- B. Business Inventory. Bob Hetu reported that he has received 19 that will be entered into the Business Inventory directory. No one is sure of exactly what happened to the information that was collected at the ESU/EXPO event. Bob has assured the committee that this list will be available on Google drive with links to Facebook. Bob will forward e-mails to the members as soon as possible. This will establish a free online Business Directory through the Economic Development Committee. Next spring the EDC will address the idea of the printed version, but the online version will be available shortly and can be continuously updated.
- C. School Board LERTA – an invite letter to the candidates on the school board will be mailed inviting them to a presentation of LERTA information the EDC has prepared. It expected that there will be two presentations presented on the same evening back to back. This would prevent any Sunshine Law violations for current Board members. Date, time and location are to be scheduled. The target time period is late in September/early October.

Old Business:

- A. Small Business Healthcare Seminar – Debbie Kulick will e-mail to town secretary Michelle Clewell an order for the formatting of the flyer. All flyers must have the approval and signature of the Township Supervisors before they can be printed and posted. There will be one meeting before the seminar on September 9<sup>th</sup> where details can be addressed.
- B. Social Media Seminar hosted by Bob Hetu, is scheduled for October 18th. Bob will complete the information concerning the seminar and forward to the committee members for their input. The information will then be forwarded to the Supervisors for their approval before being posted Facebook and Tweeter. It was clear if flyers will be prepared and posted within the township.
- C. Shop Local Project – the springboard for our efforts to promote this program is the Social Media Seminar. The program will be announced at the seminar with assistance available for those attending to get registered online as part of the effort. Additional efforts and publicity will be announced very soon after the completion of the Social Media Seminar.

D. Budget 2014. No report.

E. Grant Application the deadline for submission is September 1, 2013. The Supervisor has received suggestions from Debbie Kulick, Steve Feuer and Carrie Wetherbee. If you have suggestions please submit them before the deadline. It was also noted that information from the Monroe County Planning Commission previously had indicated that there was possible funding for our Sign Ordinance which could be updated at 50% of cost.

New Business:

- A. Dine Around Town, will be replaced with the Tour of the Pocono Palace on September 4<sup>th</sup>, the time to be announced. The EDC will be guest of the establishment and provided dinner. Those members that have voting privileges are not allowed to accept gifts, and must pay for their dinner. Members who plan on attending must notify Debbie Kulick at least a week before the event. EDC will split the cost of this event.
- B. Job Fair – Steve Feuer proposed that the Job Fair be scheduled for November 6<sup>th</sup> at the Shawnee Mountain Resort from 10 AM to 2 PM. He has done additional work on prepping for the event. Steve has received confirmation from eight companies that have agreed to participate.

Supervisor Atkinson stated that before and project be scheduled and take place the proper forms must be submitted and approved by the Supervisors. The purpose of the event must be clearly stated and must align with our Mission Statement. You may obtain copies of the Event Proposal from the township office. (Attached is a copy of the necessary form as forwarded by Supervisor Atkinson).

Items of General Interest

- A. Memory Makers – On September 15<sup>th</sup> at the Fernwood, the History of Middle Smithfield will be honoring Six Families who fought in the Civil War. The date of this important event is Sunday, September 15 from 1 to 5 PM.
- B. September 21, a Day In the Park will be held a Resica Park,
- C. Pocono Urgent Care will open August 17<sup>th</sup>.
- D. The Township will hold Volunteers Appreciation BBQ on August 25, from 1 to 5 PM, at the Whispering Pines Banquet Hall in the Country Club of Poconos.
- E. Noreen Lowris will serve as a member of the Sub-Committee until further notice.

Meeting Adjourned at 7:55 pm.

Attachment included: **Middle Smithfield Township Event Proposal**

Minutes by: Carrie Wetherbee



# Middle Smithfield Township EVENT PROPOSAL

# Idea/Concept

*If needed, continue on back or attach additional pages.*

\_\_\_\_\_ Date submitted

**Name of Event:** \_\_\_\_\_

**Date/Time of Event:** \_\_\_\_\_

*Please check with the receptionist to make sure the tentative date of your event is available if you are proposing to use the Banquet Hall, MST municipal building or an MST Park.*

**Location of Event:** \_\_\_\_\_ **(did you book your space?)**

*Please fill out the appropriate reservation form if using the Banquet Hall, MST Municipal Building or MST Park.*

**Proposed By:** \_\_\_\_\_  
(committee/board/commission)

**Contact information: (name)** \_\_\_\_\_

\_\_\_\_\_ (email and phone number)

Please fill out the following. If needed, continue on back or attach additional pages

**Description of Event and Purpose:**

*(for example: Informational Seminar, or Park Festival, etc.)*

**Target Audience:**

*(for example: Small Business, or Dog Owners, etc)*

**Desired Outcome:**

*(for example: help existing businesses expand, or raise money for dog park)*

*Please return all pages to the receptionist, either by email (recept@mstownship.com), fax 570-223-8935 or stopping by.*



Middle Smithfield Township  
**EVENT PROPOSAL**

**Cost/Manpower**

*If needed, continue on back or attach additional pages.*

*Please return all pages to the receptionist, either by email ([recept@mstownship.com](mailto:recept@mstownship.com)), fax 570-223-8935 or stopping by.*



# Middle Smithfield Township EVENT PROPOSAL

### Estimated Cost of Event:

Total Cost:		\$ _____
Less: Income Source(s) list:		
_____	(\$ _____)	
_____	(\$ _____)	
_____	(\$ _____)	
	Subtotal	( _____ )
Proposed Cost to MST:		(\$ _____)

### Staffing:

Set up/Knock Down for Event:

_____	_____
_____	_____

Presenter(s)

_____	_____
-------	-------

Other(s)

_____	_____
_____	_____

### Checklist:

- Did you book the room?
- Did you get the food, coffee, etc?
- Did you order all your township advertising? Submit for approvals?

# Advertising

**Event Planning and Promotion: (see next page)**

*If needed, continue on back or attach additional pages.*

*Please return all pages to the receptionist, either by email (recept@mstownship.com), fax 570-223-8935 or stopping by.*



# Middle Smithfield Township **EVENT PROPOSAL**

## **Advertising:**

Note, ALL advertising (email blasts, flyers, print ads, etc.) must be approved by the Board of Supervisors.

Please list the person(s) responsible for creating each, dates you'd like the advertising to occur, information you'd like posted, and any other information you think we should know.

Email Blast:

Request announcements on Township Facebook Pages

Flyers:

Billboard at Echo Lake

Print Ad

List events on community event pages (radio, web, newspaper)

Press Release

Township Newsletter (check for publication dates)

Other:

## **Special Considerations:**

*Please return all pages to the receptionist, either by email ([recept@mstownship.com](mailto:recept@mstownship.com)), fax 570-223-8935 or stopping by.*





# Middle Smithfield Township **EVENT PROPOSAL**

Name of Committee \_\_\_\_\_

- What is the goal of the proposed event?

---

---

---

---

---

- Describe how the event supports your group's mission statement?

---

---

---

---

---

- Metrics: How will the success of this event be measured? How will you know your event worked?

---

---

---

---

---

- Statistics:

Number of expected attendees \_\_\_\_\_

Fundraising goal \_\_\_\_\_

Etc \_\_\_\_\_

*Please return all pages to the receptionist, either by email ([recept@mstownship.com](mailto:recept@mstownship.com)), fax 570-223-8935 or stopping by.*