



Minutes: Economic Development Advisory Committee

13 October 2014

The regular meeting of the Middle Smithfield Township Economic Development Advisory Committee was held on October 13, 2014 at 6:30 pm at the Schoonover Municipal Building with Robert Hetu as President and Steven Natiello as recording Secretary.

Board Members: Bob Hetu, Carrie Wetherbee, Carl Wilgus, Debbie Kulick, Gina Bertucci,

Subcommittee members: Ed Regina, Beverly Brown

Township Staff: Supervisor Annette Atkinson, Liaison Steven Natiello

Amendment(s) to the Agenda

- Debbie Kulick added an "update of LERTA" to the agenda. Carrie Wetherbee made a motion to accept the addition. Debbie Kulick seconded the motion.
- Debbie made the motion to accept the agenda. Carrie seconded. Motion passed 4-0.

Agenda and Minutes

- Carrie requested that we remove C from the Agenda as there were no updates.
- Debbie made the motion to accept the agenda with changes. Carl seconded the motion. Motion passed 5-0.
- Bob made a motion to accept the minutes. Debbie seconded the motion. Motion passed 5-0.

MST App. Steven Natiello

- There are 350 new downloads, There are even more new pageviews.

Newsletter. Steven Natiello

- Steven Natiello distributed copies of the Summer Newsletter to members who had not received or who wanted copies to give away.

Shop Local Campaign 2014. Annette Atkinson on behalf of Julie Golin

- There was a discussion of the timeline. Annette Atkinson informed the committee that the decision was made to slightly delay the Shop Local mailing to local businesses in response to the abundance of election-related mailings. The new Shop Local timeline now accounts better for busy mailboxes.
- There are 13 businesses on board so far. Annette Atkinson distributed the various components of the Shop Local campaign, including the draft letter to residents, the revised timeline, the list of participating businesses, and the draft shop local logos provided by Julie Golin prior to the meeting.
- Annette Atkinson distributed the various logo designs. Annette Atkinson distributed the information compiled by Julie Golin regarding promotional material.
- There was a discussion regarding the preferred logo, as well as the appearance of the logo on various shop local merchandise.
- Gina Bertucci suggested the benefits of the holiday version of the shop local logo and the group agreed.

- There was a discussion regarding the importance of emphasizing or explaining what exactly defines “MST” in the logo for the benefit of tourists or residents unfamiliar with township borders.
- There was a discussion regarding the use of a banner and the incorporation of all relevant shop local materials.
- Annette Atkinson reminded the group that the traffic is being directed back to the website and requested that the committee provide any statistics, articles, or other beneficial materials to include in packets and web promotions.

New Business

- There was a brief discussion regarding the strength and growth of local businesses.
- Annette Atkinson informed the committee that Judy Acosta will become the new EDC liaison due to a time conflict on the part of Joan Woisin. Steven Natiello will continue to participate.
- Annette Atkinson asked on behalf of the Historical Commission for its annual calendar, that the committee verify its plans to continue meeting on the same day and time of the month.
- Annette Atkinson distributed single copies of the Community Map and informed the committee that official copies are in the mail and should hit mailboxes within the next week or so. The committee was reminded that in the meantime, the original copies of the most recent map are available for purchase or donation at the front desk.
- There was a discussion regarding the Monroe County Safety Center’s study on the impact on local businesses of the search for Eric Frein.

Announcements

- Steven Natiello and Annette Atkinson informed the committee about the first annual MST Person of the Year Award. Details are available on www.mstPersonoftheYear.com

Public Comment

- There was a discussion regarding the next meeting, scheduled for November 10.
- Ed Regina mentioned that his business card was cropped in distribution of the Summer Newsletter. Steven Natiello asked him to send a fresh scan of the business card to put on file for future publications.

Meeting adjourned at 7:21pm.

- Bob Hetu made a motion to adjourn. The motion was seconded by Carrie Wetherbee. Motion passed 5-0.

The next meeting will take place on November 10, 2014 at 6:30pm.