



Minutes: Economic Development Advisory Committee 10 November 2014

The regular meeting of the Middle Smithfield Township Economic Development Advisory Committee was held on November 10, 2014 at 6:30 pm at the Schoonover Municipal Building with Carrie Wetherbee as Vice Chairman presiding.

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

Subcommittee members: Beverly Brown, Ed Regina

Township Staff: Supervisor Annette Atkinson, Supervisor Michael Dwyer, Steven Natiello, and Judith Acosta as Liaison and Recording Secretary

Agenda and Minutes

- Carrie Wetherbee made the motion to accept the agenda with changes. Carl Wilgus seconded the motion. Motion passed 5-0.
- Carl Wilgus made a motion to accept the minutes. Gina Bertucci seconded the motion. Motion passed 5-0.

Shop Local Program. Steven Natiello, Judy Acosta & Annette Atkinson

- Steven Natiello distributed a draft of the Shop Local Discount Card mailer that was created by Judy, Annette, and Steven and will hit mailboxes on Thursday 11/20 and Friday 11/21.
- The number of businesses participating is 34; Judy Acosta has worked hard on gaining additional businesses by calling and going out to speak to the shop keepers.
- Many members asked about the shop keepers' impressions of the Shop Local Program. Judy Acosta mentioned there was a lot of positive feedback and excitement.
- Shop Local bags were discussed. Mike Dwyer suggested handing out the bags at the annual tree lighting. Annette Atkinson suggested to keep costs down, forgo the bags this year and include a card inside the cookie favor at the Tree Lighting.
- Window Decals, Tent Cards and cashier cards will be distributed to the businesses. It was suggested that we divide the list of businesses who need to receive these and the committee members can each visit a few. The businesses must receive these packets before the start of the promotions which is 11/24.
- Steven Natiello has created a separate website for Shop Local and Bob Hetu created a new Facebook page. Carrie Wetherbee suggested that this program be driven through the EDC page on the MST website rather than through Facebook. It was discussed that all web venues were intended to be used: MST website, EDC Facebook page, and the separate website and facebook page for Shop Local.

WhereMST App. Steven Natiello

- Steven discussed the features of the WhereMST App
- Shop Local discounts will be ready to go live on the App on 11/24 – the App will push out the Shop Local store discounts to the users.

LERTA update. Mike Dwyer

- Mike Dwyer informed the committee that the Supervisors had met with Monroe County

commissioners, Solicitors, and representatives of the school board on 10/24 at the county offices. Middle Smithfield is the most eager to see this roll out, and the school board is in agreement. All parties agree on the concept and are now discussing details.

- Following the meeting, the supervisors went to the planning commission and obtained a list of all parcels located within the specified Lerta districts in Middle Smithfield. The next step is to create a document for review and schedule a public hearing.
- Mike expects a public meeting to take place in January or February of 2015.
- Mike expects LERTA to become more widely adopted.

New Business

- Goals for 2015, DRAFT (to be discussed):
 - LERTA to be accomplished
 - Expanding Shop Local to other retail oriented times in our region (for example, Labor Day) and other holidays (for example, Valentines Day)
 - Ongoing update of Business Directory
 - Inventory of Businesses here in MST with demographics to pull in targeted businesses – Carrie suggested a field trip to visit the local resources???
 - During First Quarter, – develop a plan including the marketing of LERTA
 - Vision for Rt. 209 – theme, improved appearance
- Carl Wilgus distributed an invitation to a workshop with Randall Arendt called “Reinventing the Commercial Corridor” on Tuesday, 11/18, 5pm-7pm at Tobyhanna Township Municipal Offices.
 - Carl provided a flyer to be added to our website and distributed to local businesses by email.
 - Carrie and Beverly said they would attend
- Carl Wilgus discussed impact of Eric Frein on local businesses. He attended a meeting recently in Harrisburg and discussed how to get the area back on its feet, perhaps obtain federal economic impact disaster coverage
 - Must show 40% decrease in business to qualify. Monroe County will qualify and once the county qualifies then any business can apply.
 - Workshop available for local businesses on 11/19, 9am-12pm at Skytop Lodge in the Hemlock Ballroom. Counseling sessions from EDCs, DCED, Chamber of Commerce, NEBA, Parks & Recreation, etc. Designed to assist any business that may have been impacted.
 - Beverly Brown wondered if any businesses in this area were impacted. Judy Acosta offered that a few businesses had mentioned impact when she was visiting for Shop Local.
 - Carl Wilgus provided an Economic Injury Survey Form to be completed by any business impacted. Steven to place on our website and Judy to distribute through email.
- Grant Writing –Grantwriter Denise Schlegel provided training for township staff. Annette Atkinson provided an overview of the training and advised the committed to submit any

project suggestions to Judy Acosta. Each project should include all aspects and costs, including labor. Each project, once planned, will be submitted to Denise who will assist in finding the grants available.

- Debbie Kulick discussed the Echo Lake Landing Project. She will continue to provide updated information.
- Gina Bertucci mentioned the NPS Vision 2013
- Carl Wilgus mentioned a well-known gun manufacturer, Khar Arms, coming to Pike County. They are hoping to bring interest to the manufacturer for settling here in Pike or Monroe County, perhaps one of our unused properties.
- Carrie Wetherbee asked about negative feedback from the rehab center. So far, there have been no negative repercussions reported to the township and Debbie Kulick mentioned that this program should grow and is needed.

Announcements

- 1000 Feet of Street – this coming Saturday, 11/15. Annette Atkinson provided an update on this event to the committee. Our local Boy Scout troop from the Resica Falls Scout Reservation has helped organize a group of over 140 volunteers to clean up route 402 and other well-traversed roads within the Township..
- Tree Lighting – 11/29 at 5:30pm, Echo Lake Park. Annette Atkinson provided details on this event. Discussion with committee members included the possible use of a food truck from Bushkill Group for serving hot chocolate and perhaps additional sponsorship. Annette asked that more members of the EDC attend this year, as the Tree Lighting is the kick off to Shop Local.
- Person of the Year - Steven Natiello informed the committee that the deadline for submission was extended to 11/17 and the winner will be announced at the New Year's Eve party on 12/31. Details are available on www.mstPersonoftheYear.com

Meeting adjourned at 7:58pm.

- Carl Wilgus made a motion to adjourn. The motion was seconded by Debbie Kulick. Motion passed 5-0.

The next meeting will take place on December 8, 2014 at 6:30pm.