

**Middle Smithfield Township
Minutes
Economic Development Committee Meeting
February 10, 2014**

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

Absent: Tim O'Donnell

Subcommittee members present: Lorraine Tarrcardon, Parin Shah, Beverly Brown

Absent: Ed Regina, Steve Van Why, Steve Feuer

Also present: Supervisors Annette Atkinson and Mike Dwyer

Township Liaison: Steve Natiello

Call to Order: The monthly meeting of the Economic Development Committee was called to order at 6:35 p.m. by Chairman Bob Hetu with the Pledge of Allegiance.

Minutes of Previous Meeting: The minutes of the previous meeting were accepted as presented. Motion made by Carl Wilgus and seconded by Carrie Wetherbee.

Approval of the Agenda: A motion was made by Debbie Kulick and seconded by Carl Wilgus to accept the proposed agenda. Passed unanimously.

Correspondence: RGB Builders requested to be listed in the directory. After much discussion concerning the request, the following determination was made concerning all listings in the directory, both in print and online. Based on the discussion it was decided that a business to be listed must be owned and operated within Middle Smithfield Township. Since RGB does not operate in Middle Smithfield Township, it will not be included. Bob Hetu, having added RGB to the directory will remove them and work with Steve to send a letter explaining the committee's decision to RGB.

Also noted was Pocono Bazaar Market's request for business listing forms. Steve Natiello will take care of that..

OLD BUSINESS

Business Directory Update: The areas to be covered throughout the township were covered and discussed. Tim O'Donnell, Debbie Kulick, Carrie Wetherbee, Beverly Brown, Bob Hetu and Angel Santos have all taken on areas to cover. The specific areas covered by each individual.

It was decided that businesses that are known to be in the township, but have not filled out a form for the directory will not be listed in the directory. However, there will be a review of those who have provided forms and if there are businesses that have been overlooked, they will be pursued for inclusion. Also to be considered for inclusion are houses of worship, community services and of course the municipality. Debbie Kulick will begin getting church information. Tim O'Donnell and Debbie Kulick had previously obtained pricing. That information is needed again.

Carrie Wetherbee and Tim O'Donnell will get together to prepare a proposed layout for the next meeting.

Annette Atkinson is trying to get a complete business listing for the township. The list will go to Bob Hetu when she gets it. The Sewer Department is likewise trying to compile a list.

There was discussion concerning the confusion some businesses have about this publication being the same as the township map, which had issues and may create a negative reception.

The township created a brochure type handout that was provided to all members by Annette Atkinson. The brochure can be handed out when visiting businesses and will eventually be mailed out. There were some suggestions made for changes, but generally it was thought to be a nice handout. It will include information that invites businesses to join the Shop Local Program as well. The brochures will be produced by the township.

Temporary Business cards were handed out, with official cards to follow. Members were asked to review the cards and see if there were any changes needed. There was a suggestion made to include the ED Facebook information. Steve Natiello will take care of this. Thank you to Steve Natiello for his work on the card creation.

Bob Hetu will work on completing the finished brochure product with Steve Natiello. Members will be able to pick them up from the township.

Shop Local Subcommittee report: Lorraine Tarcardon was present and reported that this year the goal is to get the group up and running. She explained she has held off promoting the program until the EDC has completed its project, not to confuse business owners. She shared her email and phone number with members. Phone: 702-595-7361 and email: forgetmenot5126@gmail.com .

She needs a better definition and what will be done and the purpose to get the group moving forward. Bob Hetu and/or Carrie Wetherbee will attend the next meeting and will assist in sharing the information. It was explained that the reason the Shop Local Program (SLP) is with the EDC is to coordinate efforts. Lorraine will reach out to local businesses (stores) and arrange a meeting with Bob Hetu.

Branding and a logo for the SLP were suggested by the subcommittee for the EDC to review. It was determined that the EDC would certainly support the efforts made by the SLP.

Survey update: The update for the previously prepared survey to be mailed on behalf of the EDC was given. The survey has been printed and will be mailed out with the township's tax bills and newsletter since the EDC is a township committee. They will be mailed out the end of

February/first week of March. It will also be included in the newsletter scheduled for the beginning of April.

Review of Mission and Vision Statements: Bob Hetu commented that he felt the Mission Statement and Vision Statements in place seem to be working well for the committee. He noted that we can operate with the current one as it is. There was consensus and it was agreed that an annual review would be good.

Branding for the EDC with a logo: Bob Hetu reviewed a variety of options he had prepared prior for committee discussion. He explained that the issue was the logo does not show up well on phones when people pull it up. The group felt that the best option included MST EDC Business. Currently there are 66 facebook followers and 174 twitter followers. Bob also explained what colors and shapes did not work well, while the current one would promote an easier branding option. There was a suggestion to use the current township logo as background with MST/EDC for social media use. Parin Shah suggested putting the logo as the background and featuring the letters. Everyone was in agreement this worked.

With respect to the marking program for the EDC, Bob Hetu emphasized that it should be as consistent as possible. Squaring the logo off with the letters would be appealing and should work. He will test it on two types of potential logos.

NEW BUSINESS

Supervisors update: The Supervisors updated members on the changes to the township website which now allows for the EDC to have a presence. They explained the use of the website and how the EDC is integrated. Members were asked to review the website for corrections or additions.

Also provided by Annette Atkinson were the year's scheduled events within the township. The previously chair and vice chair only meeting will now include all committee members and will held throughout the year, with the first one scheduled for later in February. There is now a liaison for the EDC, currently it is Steve Natiello, but will later become Joan Woisin in May.

In addition, handed out for all was a list of all township meetings through out the year.

With respect to the website, it is now live and businesses can fill out the directory form on the the website itself and submit. This offers yet another option for submission of information. It was thought that some photos from previous events should be added to the EDC website. Members were advised that tech support is available.

LERTA update: Mike Dwyer reported that he and Annette met with Chuck Leonard and the Monroe County Planning Commission to work on the LERTA project. There will be three specific zones for use, commercial, commercial 2 and industrial. Chuck will put the package together. The next meeting should include the school board, commissioners and public.

Next newsletter: The next newsletter for the township will go out on April 4 and will announce the business directory and the new 911 map.

Committee funding: The committee's funding will be spent primarily on boosting social media presence. Bob Hetu requested that they be spent on both facebook and Twitter support. The township indicated they have money available for marketing. Members were asked to think about how to use funding in the future, possibly for the SLP?

Other announcements: Carl Wilgus announce that Fernwood was closing and as a result, Career Link has moved the job fair to the Tannersville area.

Adjournment: There being no other business, the meeting was adjourned at 8:30 p.m.

Respectfully submitted,

Debbie Kulick

Parin Shah