

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

**Attendance:** Bob Hetu, Debbie Kulick, Carl Wilgus, Tim O'Donnell, Carrie Wetherbee  
**Subcommittee present:** Lorraine Tarrcardon, Beverly Brown  
**Absent with notification:** Angel Santos  
**Absent:** Steve Feuer, Steve VanWhy, Ed Regina, Parin Shah  
**Township Liaison:** Steve Natiello

**Call to Order:** The regular monthly meeting of the Middle Smithfield Township Economic Development Committee was called to order by Chairman Bob Hetu at 6:36 p.m..  
Due to the absence of a flag, there was no Pledge of Allegiance.

**Minutes of the Previous Meeting:** A motion was made by Carl Wilgus and seconded by Carrie Wetherbee to accept the minutes as presented. Motion carried.

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

**Correspondence:** None

**OLD BUSINESS**

**Brochure approval:** The brochure was approved as presented by consensus.

**Business Directory:** Bob Hetu discussed that the directory would be best served if it had a variety of the categories combined. Groupings will now be general as opposed to specific. Steve Natiello reported that there were now more than 90 businesses listed. Bob Hetu has made some changes and corrections. There is a need to try and capture the businesses that are missing. Those businesses can be added, deadline for additions is March 20. Any after that will be included in a future issue. Various members said they would contact missing businesses. There was discussion on which locations may still be missing and how to have those ultimately missed to have the opportunity to participate. Mike Dwyer suggested that the words "If you would like to be included in future publications, please contact Middle Smithfield Township."

Printing of the brochure is targeted for April. A variety of quotes will be gathered to consider. Debbie Kulick provided some quotes as well as Tim O'Donnell. There was discussion about the format and how the various businesses would be listed. It was determined that a simple brochure should be produced the first time with a tri-fold format for the direct mail. The first brochure will be mailed to residents. There will be two types of brochures eventually, one that is directed to residents and the second will be directed to businesses attracting primarily tourists. The brochure will be both accessible on line and direct mailed.

Next brochure project will be started right after Spring with the sales of actual ads. After some discussion it was determined that for the first brochure is probably best to just use the township's current printer as it will be included in the township newsletter as part of the mailing. Additionally it was decided that brochures should also be distributed around the township prior to the next directory printing. Annette Atkinson advised that the time table for the township newsletter is to have it hit resident mailboxes on April 21<sup>st</sup>.

**Shop Local Project:** Laurie Vazques has indicated she would like to join the group. Lorraine Tarrardon said she will follow-up and contact her. As an update, Lorraine reported that she got no response for all businesses to contact her. She will try to reach out to other businesses.

## **NEW BUSINESS**

**Dine Around Town:** Beverly Brown is going to follow up with Great Bear to find a date to resume the event. Great Bear opens on March 21 and she will look for either a Pasta night or a special night for the group.

**LERTA Update:** Mike Dwyer reported that the Supervisors met with Chuck Leonard and discussed the LERTA zones. The zones will include all commercial zones and the industrial zone. The School Board will be approached again by Chuck Leonard. Mike noted that the Board is generally in agreement and the County is already on board. At the School Board meeting the discussion will be to have the public meeting date established for the vote. All entities will be present at the meeting and the decision will be made by all three at one time. The next Board meeting is on March 17. The Committee will have a presence at the public hearing with the date to be determined. Mike Dwyer suggested adding information about the LERTA to the business brochure.

**Email/Contact Updates:** Carrie Wetherbee announced that she is updating all contact information for members of the EDC. Please contact her with email, phone and other contact information.

**Township Text Alerts:** Steve Natiello offered to have members included in the township's text alert program.

**Brochure samples:** Bob Hetu will have brochures available for pick-up at the township building for members to use as they solicit signups for the directory.

**Adjournment:** There being no other business, Bob Hetu motioned for adjournment at 7:41 p.m., seconded by Debbie Kulick. Passed.

Respectfully submitted,

Debbie Kulick  
Secretary

