



Minutes: Economic Development Advisory Committee

April 4, 2014

The regular meeting of the Middle Smithfield Township Economic Development Advisory Committee was held on April 14, 2014 at 6:30pm at the Schoonover Municipal Building with Robert (Bob) Hetu presiding and Steven Natiello as recording secretary.

Board Members: Bob Hetu, Carrie Wetherbee, Tim O'Donnell, Debbie Kulick.

Subcommittee Members: Ed Regina, Beverly A. Brown, Angel Santos, Lorrain Tacardon.

Township Staff: Steven Natiello. (Supervisors Annette Atkinson and Mike Dwyer were away for PSATs).

Approval of Minutes

- There were no additions or corrections to the minutes of the last meeting.

Old Business

Tim O'Donnell. Printing the Directory, a brief update.

- The printer found suggested by Annette Atkinson was tentatively found to be the most competitive.

Bob Hetu. Committee Business.

- The committee acknowledged Steve Feuer's resignation and expressed best wishes for his future endeavors.

Steven Natiello. Brochures.

- Distributed and discussed the various brochures for distribution.

Bob Hetu.

- Business Directory status update.
- Broke 100 businesses by deadline.

Steven Natiello: Presented draft design of the Newsletter Directory for feedback.

- No official vote. There was some disagreement regarding the design and content. A subcommittee was formed to meet at a later date.
- Suggestions from Tim:
 - 11x17, pastel colors, off-white paper.
 - De-modernize but preserve stylized view.
- Suggestion from Carrie Wetherbee: Just print out the directory as-is on 11x17.

All / Bob Hetu

- Discussion about final push for more businesses on the directory.
- Bob Hetu: There are still some businesses missing from the business directory
- Bob Hetu: committee responsibility shouldn't be to list businesses.

Carrie Wetherbee Debbie: Brief discussion of the fate of the old Friendly's.

Lorraine Tacardon: Shop Local Subcommittee

- 3 businesses for sure part of the steering committee (goal is 6) + EDC representative. I didn't get the names of the businesses.
- Key steps: Campaign Kit
 - Name
 - Slogan
 - Logo
- Kickoff Date
- Best thing to get a committee moving is a start date.
- Need a website.
- If you don't have a website, join shop local and you'll have your own space. Easy to manage, maintain.
- A goal is to stir pride in a shop local concept. Local businesses take pride in appearance, offering, etc.
- Partner with local developers to get this going.
- Setting up internship programs, too.
- Encouraging tourism is a big part of push: "Not only shop in your neighborhood... something recognizable by tourists and travelers".
- There's a town (other than Stroudsburg) with existing SL campaign that's great. Lorraine Knows
- Carrie Wetherbee: Stroudsburg has a shop local committee. Martha in Josephine is involved? I might have gotten the names wrong. on Main St.
- Mentioned the "Shop Local Gold Card" that was discussed at previous meetings
- Lorrain Tacardon and Steven Natiello: Send an email blast from EDC email. Lorraine and Steven will discuss.

LERTA discussion

- Beverly Brown and Carrie Wetherbee went to meeting that the Supervisors attended. CW did too. Schoolboard approved the idea of holding a meeting, awaiting said joint meeting hearing.
- Program currently stands in the hands of the Supervisors/schoolboard.
- Discussion of when EDC should promote LERTA amongst business owners.
- Bob Hetu: when is the right time for us to push the info to businesses?
- Carrie Wetherbee: After the hearing.
Debbie Kulick: in the newsletter.
Ed Regina: after the Supervisors send their initial notification.
- Bob Hetu summarized: How do we ensure that we do our part ensuring that the point of LERTA is effectively conveyed to all local businesses.

Bob Hetu / Steven Natiello. Survey Responses.

- Bob asked about responses to the survey that went out in the taxes. Steven will talk to Ryan to get the list.

All: Brochure Discussion.

- Tim O'Donnell wants to meet with Steven and Annette regarding professionally printed brochure.
- Debbie Kulick and Carrie Wetherbee want a map in the newsletter.
- Carrie Wetherbee wants to charge for space in the second map publication: we should charge for the second and have a map.
- Debbie Kulick and Carrie Wetherbee: We should have it published by October.
- There is some confusion re: the purpose of each brochure.
- Tim O'Donnell pointed out (seconded by Ed Regina), we're missing the summer with the Oct deadline.

- Bob Hetu: EDC is starting out soft with the early brochure, then the mailout directory.
- The same document that goes out in the mailing should also be distributed to stores and available in the tourist racks.

All. Created a Newsletter Directory Subcommittee

- Note from Recording Secretary: I missed this discussion because of a snafu with a pizza delivery guy who had the wrong address.

Steven Natiello. Message from Supervisors

- Presented content on Supervisors' behalf and invited committee members to participate and represent in upcoming 1000 Feet of Street event.

Adjournment: Meeting adjourned at 8:00pm. / **Next Meeting is** April 21th at 6:30pm

DRAFT