



Minutes: Economic Development Advisory Committee February 12, 2018

The regular meeting of the Middle Smithfield Township Economic Development Advisory Committee was held on February 12th, 2018 at 6:00 pm at the Schoonover Municipal Building with Gina Bertucci (Chairperson) presiding, and Dana Francis as recording secretary.

Board Members: Bob Phillips, Joe Memoli, Gina Bertucci and Beverly Brown

Absent: Chris Barrett

Township Staff: Annette Atkinson, Supervisor/Admin & Ops Dir., Patrice Dume, Economic Development Manager, and Dana Francis, Municipal & Community Projects Assistant

Township Residents/Guests: none

Meeting called to order at 6:07 pm with Gina Bertucci presiding.

Minutes and Agenda

- Joe Memoli motioned to accept minutes from the January 8th, 2018, Beverly Brown seconded the motion. Motion carried 4-0.
- Bob Phillips motioned to accept the January 8th, 2018, agenda, Joe Memoli seconded the motion. Motion carried 4-0.

Correspondence

- No correspondence

New Business

Community Day

- Patrice provided everyone with a handout on this year's Community Day event which is in collaboration with the Parks & Recreation Committee and will be held on September 8th. Patrice explained the information on the flyer is subject to change and is just to be used when reaching out to businesses who may be interested in participating. Committee members went through a list of all Middle Smithfield Township businesses and selected which ones each member would visit.
- The Committee members had some questions about the event details. Patrice said she would address these questions with Chris Rain (Parks & Receptions Liaison) and also get a narrative from him for when they reach out to businesses. If more explanation is needed she will ask Chris to attend the next Economic Development Committee meeting.

Restaurant Week

- Patrice handed out a list of participating restaurants from last year and asked everyone to pick which ones they would like to reach out to about participating in Restaurant Week. New businesses were added to the list this year: Moe's Charcoal Grill and El Valley Family Diner. Patrice will provide the Committee with a script to use when they make their phone calls.

- Using a standard menu for each restaurant was discussed. They would offer set lunch and dinner options for a set price (similar to Easton Restaurant Week) and that would be their deal. The Committee discussed and decided that this may not appeal to restaurants that have participated in the past and not allow restaurants such as Perkins or McDonalds participate.
- Gina said that still taking deals and consolidating them into something like a booklet or flyer still good idea and would make it easier for residents to see all the deals offered. Joe said the important thing is restaurants see that we are supporting them. Everyone agreed.

Sussex Bank Property

- Patrice informed everyone that there is a prospect looking at the Sussex Bank Property (across from Price Chopper) for an 84 unit apartment complex. This will be going before the planning commission on the 15th. Everyone feels this is great news and will be great for the township.

Old Business

Shop Local Survey Results

- Patrice provided the survey results to everyone in a packet. Overall the results were great. 72.2% of participants used their Shop Local discount cards. Most respondents said they received information from the discount card, MST website and Facebook. Main comments received were: more participating businesses, businesses know dates, more generic discounts like 20% off purchase. Gina said the stats should be added to the packet presented to businesses for this coming year.

Proposed Zoning for 320 Township-Owned Golf Course and Adjacent Vacant Land

- Annette went over the PowerPoint that was presented at the Public hearing on February 8th which addressed questions that were received about the proposed zoning change.

Announcements

- a) Free Tax Help every Wednesday from 9am to 12pm until April 17th, 2018
- b) March 6th, 2018 at 4:00pm – East Stroudsburg University , Beers Lecture Hall, “Hidden Figures Movie Showing”- Sponsored by the Monroe County Women’s Commission, FREE MOVIE

Discussion:

Public Comments:

- none

Next meeting date: April 9th, 2018 at 6:00pm. Meeting adjourned at 7:51pm.