



## **Minutes: Economic Development Advisory Committee May 14, 2018**

The regular meeting of the Middle Smithfield Township Economic Development Advisory Committee was held on May 14th, 2018 at 6:00 pm at the Schoonover Municipal Building with Gina Bertucci (Chairperson) presiding, and Dana Francis as recording secretary.

Board Members: Chris Barrett (called in by phone), Bob Phillips, Joe Memoli, Gina Bertucci and Beverly Brown.

Absent: none

Township Staff: Annette Atkinson, Supervisor/Admin & Ops Dir., Patrice Dume, Economic Development Manager, and Dana Francis, Municipal & Community Projects Coordinator, Christopher Rain, Parks & Recreation Liaison

Township Residents/Guests: John Petrizzo, Business Owner, Jenna Componovo, Parks & Recreation Chair

Meeting called to order at 6:00 pm with Gina Bertucci presiding.

### **Minutes and Agenda**

- Bob Phillips motioned to accept minutes from the April 9th, 2018, Beverly Brown seconded the motion. Motion carried 5-0.
- Joe Memoli motioned to accept the May 14th, 2018, agenda, Bob Phillips seconded the motion. Motion carried 5-0.

### **Correspondence**

- No correspondence

### **New Business**

### **Old Business**

#### **Community Day Reach Out**

- Parks & Recreation Chair, Jenna Componovo and Liaison Christopher Rain were present at the meeting to update the committee on Community Day progress and answer any questions they may have. They had the opportunity to visit Middle Smithfield Elementary, where the event is being held, and were able to come up with a layout for the event. They briefly went over this and different activities they hope to have such as: touch a truck, baseball, basketball and musical entertainment.
- The committee members will begin reaching out to their assigned businesses about participating in this year's Community Day event and report back to Patrice with their results. Christopher asked that everyone let the businesses know this event is also for them to make a profit. They are not being asked to donate their time, services or products.

- Beverly suggested advertising the event on the Gary in the Morning Show on Pocono 96.7. She said it would be great exposure and could help draw in more vendors. Christopher and Jenna agreed this was a great idea.

#### Restaurant Week Feedback

- Dana said that this year's Restaurant Week Kick Off event was a huge success. They well over 200 guests and received great feedback on the new layout. The beer tasting was a very popular addition this year too. She also informed the committee that they have been receiving calls about deals from residents, all positive. Dana shared the website analytics with the committee and general discussion took place.
- Gina, Beverly and Joe who were in attendance for the Kick Off event all agreed it was a huge success. Joe said you want guests to travel from one vendor to the next and not congregate in one area. He thinks that the new layout with less seating was a big improvement this year.

#### Announcements:

#### Discussion:

- Gina said she has been in discussion with Annette and Patrice about utilizing the services of Loopnet, a heavily trafficked commercial real estate marketplace online. There are different packages available, but she wanted to get the committees thoughts before moving forward with looking into it. Bob said he think this is a good idea and a great way to get the LERTA approved Middle Smithfield Township properties more exposure. Joe stated even selling one property through Loopnet would make it worth it. Beverly said they could commit to trying it for a year and revisit at that year mark. Everyone agreed. Chris made a motion to move forward with the Loopnet membership. Beverly seconded the motion. Motion carried 5-0.

#### Public Comments:

- none

**Next meeting date: June 11th, 2018 at 6:00pm. Meeting adjourned at 6:50pm.**