



## **Minutes: Economic Development Advisory Committee January 9, 2016**

The regular meeting of the Middle Smithfield Township Economic Development Advisory Committee was held on January 9, 2016 at 6:30 pm at the Schoonover Municipal Building with Chair Gina Bertucci presiding.

**Board Members:** Gina Bertucci, Carrie Wetherbee, Carl Wilgus, Beverly Brown (Absent), and Joseph Memoli.

**Township Staff:** Supervisor Michael Dwyer, Robert Rengifo, Liaison and recording secretary, and Patrice Dume, Economic Development Committee Manager.

**Township Residents/Guests:** Robert Loveinheim.

Meeting started at 6:31 pm with Chair Gina Bertucci presiding.

### **Reorganization**

- Motion to appoint Carrie Wetherbee Vice Chairperson, by Carl Wilgus. Second by Joe Memoli. Motion passed 4-0
- Motion to appoint Carl Wilgus Secretary, by Gina Bertucci. Second by Joe Memoli. Motion passed 4-0

### **Minutes and Agenda**

- Motion to accept and approve the minutes from the December 12, 2016 meeting was made by Carl Wilgus, Joseph Memoli seconded the motion. All members were in favor.
- Motion to accept and approve the agenda with revisions for meeting on January 9, 2016 was made by Carl Wilgus. Carrie Wetherbee seconded the motion. All members were in favor.

### **Correspondence**

- No correspondence

### **New Business**

- None

### **Old Business**

#### **Shop Local**

- Robert Rengifo explained Shop local analytics to the committee. Robert explained how Shop Local card activations increased by 13% this year, as well as an increase of an average of 2 activations a day.
- Gina Bertucci asked how many businesses are in the township and how many of the businesses participated in Shop Local. There was a general discussion of the percentage yield of businesses that operate in the township and the amount that participated in Shop Local.
- Gina Bertucci asked what the inventory for the Shop Local promotional items and if there is any need to buy more items for next year.
- Gina Bertucci asked if it were possible to move the solicitation of participation in the Shop Local promotion up earlier in the fall in order to give ample time to plan and set up for the Shop Local season.

- There was a general discussion of the success of other EDC events and what can be done to increase participation in all EDC events. Robert Rengifo stated that he will look to see if there is any documentation of the participation in other EDC events.
- Gina Bertucci added that our township must be aware of surrounding promotions in the area in order to not overlap with their events as it relates to the scheduling of Restaurant Week.
- There was a general discussion in regards to hosting business development seminars or panel discussions to assist local business owners.
- Carrie Wetherbee brought up incorporating the ice rink into some type of promotional event for EDC. Mike Dwyer explained that the ice rink is a Parks amenity and the only way it relates to business is if visitors to the ice rink also patronize local business.
- Gina Bertucci asked what is being done to promote the ice rink, Michael Dwyer explained how it is the first year the rink has been operating and how the primary method of exposure was through social media.
- Gina Bertucci asked if there is a way for business owners to interact with other business owners. There was general discussion on how to bring business owners together. Gina Bertucci brought up an idea of reaching out to Retro Fitness to allow a soft opening only available to business owners.
- There was general discussion on the new management of Werry's pub and the importance of changing of the image of Werry's.

#### Goals for 2017

- Robert Rengifo explained the GHOST methodology of goal setting and gave examples of its implementation.
- The committee members will all send two goals using the GHOST method to either Patrice Dume or Robert Rengifo by next month's meeting.

#### Commercial Realtors (Update)

- There were no updates on behalf of the committee in regards to reaching out to commercial realtors.
- Robert Rengifo told the committee that the township staff had set up tentative dates to meet with local realtors and invited the committee members to join.

#### Announcements

- Carl Wilgus announces Jan 13 there will be a follow up to the Broadband Rally at 8am at the ESU Innovation Center.

#### Public Comments

- Robert Loveinhein brought up bringing high-speed internet to both Middle Smithfield and Smithfield Townships. There was general discussion in regards to the possibility of high-speed internet in the area.

**Meeting is scheduled for February 13, 2016. Meeting adjourned at 7:41pm.**