



Minutes: Economic Development Advisory Committee October 9, 2017

The regular meeting of the Middle Smithfield Township Economic Development Advisory Committee was held on November 13th, 2017 at 6:01 pm at the Schoonover Municipal Building with Gina Bertucci (Chairperson) presiding, and Dana Francis as recording secretary.

Board Members: Carrie Wetherbee, 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 Assistant

Township Residents/Guests: Robert Lovenhein, Smithfield Township Supervisor

Meeting called to order at 6:07 pm with Carrie Wetherbee presiding.

Minutes and Agenda

- Joe Memoli motioned to accept minutes from the October 9th, 2017, Beverly Brown seconded the motion. Motion carried 5-0.
- Bob Phillips motioned to accept the November 13th, 2017, agenda, Joe Memoli seconded the motion. Motion carried 5-0.

Correspondence

- No correspondence

New Business

Welcome Bob Phillips

- Gina officially welcomed Bob to the committee. She said his wealth of knowledge and experience will be an excellent asset to the committee and everyone agreed.

Shop Local Update

- Patrice informed everyone in total 45 businesses are participating in Shop Local this year. The committee should focus on promoting, marketing, and spreading word about the program. She asked committee members to do Facebook posts to help. Gina stated every store she has visited lately knew about Shop Local and it is very encouraging to see. Annette informed everyone residents should be receiving their discount cards in the holiday newsletter by the following Monday at the latest.
- Bob suggested reaching out to Gary Smith about getting on his radio show to promote the program. Everyone thought it was an excellent idea. Bob will reach out to Gary personally to get it set up.

Sawmill Furniture Plaque Ceremony

- Patrice provided each committee member with a copy of the press release. She explained the 30 year plaque ceremony is to recognize and acknowledge the Krinsky family and their business Sawmill Furniture, for their hard work and dedication to Middle Smithfield Township. Patrice asked which committee members would be able to attend. Carrie and Gina confirmed they would be there.

Goals for 2018

- Patrice asked the committee members to have their goals for 2018 ready to submit for the December meeting. Gina explained from that, they will narrow it down to 3-4 ideas to submit to help economic development in Middle Smithfield Township for 2018. Patrice will send out the 2017 goals to all committee members to use as a guide for coming up with the goals for next year.

Old Business

Google Project Report from Committee

- Gina asked if everyone dropped off their sheets and what kind of response they got from businesses. Patrice said she has about 5 that have been returned so far. Bob and Gina had great responses from businesses. They were appreciative of the township trying to help and make sure they are getting the proper attention on Google and making sure they can be found by customers.. Joe said he had similar responses from the businesses he visited. Gina said it would be helpful to send out who responded to the committee members so they can again reach out to those who haven't. Patrice will send the list out to everyone.

Announcements

- a) November 14th, 2017 - Women in Business Luncheon-\$20 per person – 12 noon at ESU's Innovation Center, 562 Independence Road, East Stroudsburg, PA 18301. Topic: "Innovation and Entrepreneurship" presented by Mary Frances Postupack of East Stroudsburg University Sponsor: Jessica Smith of Creative Works.
- b) November 17th, 2017 – Middle Smithfield Township Person of the Year & Volunteer Banquet- 7:00pm to 10:00pm at the Whispering Pines.
- c) November 20th, 2017 – SHOP LOCAL BEGINS
- d) November 25th, 2017 – 5th Annual Tree Lighting – 5:30pm at MST Echo Lake Park

Public Comments:

Robert Lovenhein asked about how the Shop Local program works and how the committee and township promote it. He asked if we use the Where MST app to promote the program. Patrice explained that yes, we do use the app to promote as well as Facebook, Constant Contact email blasts, Textcaster and press releases.

Next meeting date: December 11th, 2017 at 6:00pm. Meeting adjourned at 6:28pm.