



## **Minutes: Economic Development Advisory Committee August 14, 2017**

The regular meeting of the Middle Smithfield Township Economic Development Advisory Committee was held on August 14, 2017 at 6:00 pm at the Schoonover Municipal Building with Gina Bertucci (Chairperson) presiding, and Dana Francis as recording secretary.

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

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

**Township Residents/Guests:** Bob Phillips, Former CEO of Greater Pocono Chamber of Commerce, Robert & Diana Kersey, Owners of Mount Diana Tea & Soap, Chuck Donnelly, The Bushkill Group

Meeting called to order at 6:01 pm with Gina Bertucci presiding.

### **Minutes and Agenda**

- Carl Wilgus motioned to accept minutes from the July 10th, 2017, Carrie Wetherbee seconded the motion. Motion carried 5-0.
- Carrie Wetherbee motioned to accept the August 14th agenda, Joe Memoli seconded the motion. Motion carried 5-0.

### **Correspondence**

- No correspondence

### **New Business**

#### **Diana Tea & Soap**

- Robert & Diana Kersey, owners of Mount Diana Tea & Soap, explained that for over three years the business was located at the Pocono Bazaar Flea Market before moving next to Regina Farms. Along with selling various items they want to teach local residents how to live healthier lifestyles through education, food and music.
- Gina asked Robert & Diana what the Economic Development Committee and township could do to aid their business. Robert stated that they have issues with visibility and exposure. Annette explained the Middle Smithfield Township Shop Local program and the benefits it offers to local businesses. Patrice gave them copies of marketing materials from last year's Shop Local program.
- Robert & Diana were very receptive of the program and look forward to participating this year. Diana thanked township staff for including them in the latest newsletter and stated they have gained quite a few customers and great feedback from it.

#### **New EDC Ordinance**

- Patrice explained the new Economic Development Ordinance that went into effect. Item 3 was the only change. It now allows for those who are not township residents to sit on the Committee.

### The River Unites Us: A Geotourism Conference

- Carl informed the Committee that the conference will be held on Thursday, September 28<sup>th</sup> at Woodloch Pines Resort in Hawley, Pa. The cost to attend the event is \$40-\$50 and will focus on marketing small business Geotourism and sustainability.
- Gina stated there is a place on [www.delawariver.natgeotourism.com](http://www.delawariver.natgeotourism.com) where you can submit story and picture of your business. She feels this is something that would be a great fit for Mount Diana Tea & Soap. It could give them great exposure and potentially gain a lot of new customers.

### PMEDC Luncheon

- Patrice informed the Committee that there were approximately 40 in attendance at the luncheon and Jack Rader was the guest speaker. The only other township present was Tobyhanna. General discussion went on about the luncheon.

### CEO of Pocono Visitors Bureau Introduction

- Patrice told the Committee she and Annette met with the new CEO, Chris Barrett. He seems very enthusiastic and interested in sitting in on a future Economic Development Committee meeting.

### Movie Theatre Update

- Patrice explained the landlord at Pocono Bazaar is looking for a tenant. But is not sure if they want to rebuild the movie theater. She is looking into enticing other theaters to come to the area.

### Old Business

#### Shop Local

- The Committee discussed various ways to encourage more residents to use and activate their Shop Local cards. Gina suggested beginning promotion of the event earlier this year and putting the cards in two newsletters instead of one this year. It would give the program more exposure and residents more time to activate cards.

#### Meeting Time Change

- All committee members agreed that changing meeting time from 6:30pm to 6:00pm works much better for them.

#### Announcements

- Saturday, August 19th, 2017 at 12pm to 4pm – Memory Makers Luncheon- Pocono Palace.
- Friday, September 8th, 2017 at 7:30am to 1:30pm -Monroe 2030- Action Now! 2017 Economic Outlook Summit – Recreation Center Arena at East Stroudsburg University.

**Public Comments:** None

**Next meeting date: September 11, 2017 at 6:00pm. Meeting adjourned at 7:15pm.**