



Minutes: Economic Development Advisory Committee December 14th, 2020

The regular meeting of the Middle Smithfield Township Economic Development Advisory Committee was held on December 14th via Zoom Conference with Joe Memoli (Chairperson) presiding, and Patrice Dume as recording secretary.

Board Members: Beverly Brown, Valerie Case, Joe Memoli, Anthony Homer and Valerie Case

Absent: Gina Bertucci

Township Staff: Annette Atkinson, Supervisor/Admin & Ops Dir., Patrice Dume, Economic Development Manager

Township Residents/Guests:

Meeting called to order at 5:35 pm with Joe Memoli presiding.

Minutes and Agenda

- Anthony Homer made a motion to approved the November minutes and Beverly seconded.

Correspondence

- No correspondence

New Business

New Regulations

- Valerie Case gave an updated from the Pocono Mountain Visitors Bureau. She mentioned that Dr. Levine, DOH Security for Pennsylvania accepted the Pocono Promise. Valerie stated that Dr. Levine was very positive about it and endorsed it.
- Valerie mentioned that in regards to the Governors new regulations there is a push to appeal it but working with everyone for now.
- Valerie also mentioned that there is a new fund that will be out by the United Way, to help hospitality and restaurant workers, and that PMVB contributed \$50,000 to it.
- Patrice and Valerie went over all of the new regulations that were place by the governor. Some of which included:
 - Restaurant are takeout only.
 - No more than 10 individuals to be gathered indoors at a time.
 - Schools will have no extracurricular activities and all learning is virtual.
 - No outdoor gathers of more that 50 individuals.
- Patrice mentioned that some restaurants are doing well with just take out and mentioned that Los Tres Amigos isn't pushed to bring back indoor dining anytime soon due to success with takeout.
- Anthony Homer mentioned that McDonalds and Dunkin Donuts are doing well.
- Joe Memoli mentioned that some restaurants refuse to shut down and asked if the township enforces that.
- Annette Atkinson answered and informed that committee that it is regulated by the state police.

- Annette asked Anthony what he was hearing with the covid vaccine.
- Anthony mentioned that the Pfizer vaccination is out and that Modano and Kerns should be out in a few weeks, then some other will follow.

Shop Local

- Patrice went over the mechanics of the program and mentioned that so far the township received only 5 receipts and that there are 12 days left in the contest.
- Valerie suggest that the township tag the PMVB in their posts because they have a large following and suggest that the township feature a couple of businesses per day when mentioning the program.
- The members of the EDC agreed to be tagged as well on Shop Local posts.
- Annette mentioned that Channel 13 did an interview with Patrice.
- There was general discussion about ways to promote the program.
- It was suggested that Patrice bring each business a plexiglass with the flyer of the program in it for them.
- Annette mentioned sending to constant contact list and a flyer for the HOA's and to send out press release to media.
- There was also general discussion about social media and the township getting an account on the next-door app.

Business Updates

- Patrice gave an update on business activity in the township.
- Patrice mentioned that the LVHN Mammography Bus has been postponed to February 19th 2021 due to low enrollment.
- Annette gave an update on the sale of the township golf course and mentioned bid opening is Scheduled for 12/17 and the deadline is by 5pm on 12/17 for bids.

Announcements:

Discussion:

- Patrice mentioned that this years Economic Outlook Summit will take place virtually on Tuesday December 15 at noon. She asked if anyone would like to register for and that she would send the link for those who wanted to join.
- Patrice briefly mentioned the agenda for the program.

Public Comments:

Next meeting date: January 11th, at 5:30pm. Meeting adjourned at 6:22pm.