



Minutes: Economic Development Advisory Committee October 18th , 2021

The regular meeting of the Middle Smithfield Township Economic Development Advisory Committee was held on October 18th via hybrid with Joe Memoli (Chairperson) presiding.

Board Members: Beverly Brown and Gina Bertucci via Zoom, Joe Memoli in person,

Absent: Valerie Case

Township Staff: Annette Atkinson, Supervisor/Admin & Ops Dir. In person and , Patrice Dume, Economic Development Manager via Zoom

Township Residents/Guests:

Meeting called to order at 5:30 pm with Gina Bertucci presiding.

Minutes and Agenda

- Gina Bertucci made a motion to approve the October agenda and Beverly Brown seconded the motion.

Correspondence

- No correspondence

New Business

Business Updates

- Patrice Dume stated the following updates:
 - Clarity Nutrition stated they submitted permits for signage to zoning.
 - Tractor Supply is scheduled to go before the Board of Supervisors.
 - There is a new preschool Daniel's Dynasty at the Echo Lake Village Mart.
- There was general discussion about the business community in the township.

Community Updates

- Patrice went on to discuss local updates:
 - On October 21st the Pink Light Walk for breast cancer awareness will be hosted by both Lehigh Valley Health Network and East Stroudsburg University. Starts at 5pm at the ESU Science and Technology building.
 - Both St. Luke's and LHVN mentioned an increase in pediatrics needing care due to Covid-19.
 - St. Luke's gave some Covid-19 statistics: October 1st 2020 in patients census across the network was 19 patients. October 1st 2021 its 111 patients. As for as deaths, October 1st 2020 184 deaths, now October 1st 2021 666 deaths.
 - Pocono Visitors Bureau mentioned that there is a labor shortage in the tourism industry.
 - Pocono Realtors Association will do a workshop/round table discussion for municipalities to discusses ways to resolve problems with short term rentals.
- There was general discussion about the business updates.

Old Business

Revitalization

- Annette Atkinson and Patrice Dume gave an overview of the logistics and how the program is anticipated to work.
- A proposed grant draft explaining how the grant would work, was distributed to the members, along with a sample façade grant guideline.
- There was general discussion about the program.

Shop Local

- Patrice gave an update on Shop Local and the business visitations.
- Annette mentioned different ways to get the residents engaged about the program.
- There was general discussion about Shop Local and how to assist the businesses.

Announcements:

Discussion:

Public Comments:

Next meeting date: 11/15 at 5:30pm. Meeting adjourned at 6:36 pm.