



# ECONOMIC DEVELOPMENT COMMISSION MEETING MINUTES

Wednesday January, 20, 2021

Present: Chairwoman Melinda Brown, Councilman Dan Payson, Bill Cotte, Linda Cotte, David Lam, Stephanie Lipnicki, Jeff McLaughlin, Treasurer Ed Havens, Debbie Macaluso.

Not Present: Amanda Pleva

Next Meeting: Wednesday February 17, 2021 7:00 PM via Zoom

Call to Order: Made by Chairwoman Melinda Brown at 7:04 PM

1. Salute to Flag
2. Compliance Statement was read by Chairwoman Melinda Brown.
3. Roll Call was completed by Melinda Brown.
4. A quorum was determined by Chairwoman Melinda Brown.
5. Approval of minutes: Bill Cotte motioned to approve minutes, Linda Cotte seconded the motion, minutes were unanimously approved.
6. Treasury Report: The treasury report was tabled for January. Ed Havens will have to get a statement from the borough to confirm the exact balance in the account.
7. Chairwoman Melinda Brown opened the floor to elect a new Chairperson and a Secretary. There were no volunteers so we decided to revisit after Old Business.
8. Old Business:
  - a. We set the time for monthly meetings to be the third Wednesday of each month at 7pm.
  - b. All events were cancelled this year due to the current state of affairs (Pandemic, COVID-19 restrictions. etc.).
  - c. The revised Tree Lighting, the Banner and Movie Night were all successful however.
  - d. The Banner was helpful because it was direct advertising. The Banner highlighted the ABCA agenda
  - e. Melinda Brown was reelected as Chairperson
  - f. David Lam was Elected as Vice Chairman
  - g. Ed Havens was reelected as Treasurer

h. Debbie Macaluso was elected as Secretary

i. We added Events and dates for the upcoming year, 2021, on our calendar including:

j. Nov 27 SMALL BUSINESS SATURDAY -We need to elect Chairperson

k. Nov 27 TREE LIGHTING -We need to elect Chairperson

l. Dec 4 CARRIAGE RIDE -We need to elect Chairperson

m. July 3 FLOGATA -We elected Jeff McLaughlin as Chairman.

We agreed this event should take place at 12:00 or 1:00 in the afternoon. It will require 5 or 6 crews. We will encourage as many participants as we can including potentially some of the businesses, representatives from streets in the neighborhoods, Redbird participation from Newell Elementary School, the Middle School, the High School etc., can represent themselves this day.

#### 9. New Business:

a. We began discussion of What We Can Do to Help the Businesses in Allentown. We discussed how we can help bring new business into town and build Allentown back up. How do we bring more potential customers/clients to town?

b. There was discussion about perhaps, for now staying away from large, expensive events due to the need to social distance. Should we plan to do the Spring Stroll this year? Is it too soon? We discussed a virtual Spring Stroll but our stores in town don't sell online so we were thinking that we need brick and mortar. If we decide to do Spring Stroll every business should think about running some kind of special and we can figure out a way we can advertise for them. Perhaps each business can have their own Facebook page to advertise their particular specials.

c. We are thinking we should plan the Harvest Festival.

d. We liked the idea of developing a Facebook Page for Allentown that links each business, thus promoting all of the businesses in town. We need to approach the clerk to set this up for us.

e. We discussed the need for more communication between the ABCA and the Executive Branch by perhaps setting up a survey asking each business what they need from each governing body and how each body can help promote their particular business.

f. We all agreed that investing money in a Google search engine for "What to do in Allentown NJ" is necessary and would be very helpful to the community, for example, using key words for algorithms.

g. There will be much more information and feedback regarding this subject in the near future.

10. Other Business:

11. Public Participation:

a. There was no public participation.

12. Adjournment: Chairwoman Melinda Brown made the motion to adjourn the meeting and Bill Cotte seconded the motion. All present were in favor. The meeting was adjourned at 7:44PM.