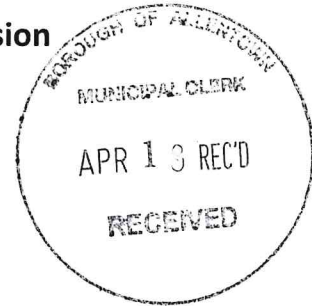


## Allentown Economic Development Commission

Wednesday, March 20th, 2024

### MINUTES



1. Call to Order: Chairwoman Linda Cotte 7:00pm
2. Salute to Flag:
3. Roll Call: Present: Chairwoman Linda Cotte, Vice Chair Kevin Jean-Louis, Secretary Kemani Scott, Debbie Macaluso, & Bill Cotte  
Council Liaison: Nikki Darling (Present)
4. Quorum was Determined.
5. Compliance Statement Read: Chairwoman: Linda Cotte
6. Chairwoman's Update:
  - a. Chairwoman Cotte provided an extensive update on recent EDC activities and the importance of Allentown residents attending the UFT Planning Board meetings to preserve the Stein Property. Cotte emphasized the upcoming Spring Stroll event, scheduled for April 20th, as a crucial opportunity to showcase Allentown's vibrant community and attract visitors.
7. Approval of Minutes:
  - a. Motion to amend and approve meeting minutes made by Bill Cotte & Seconded by Debbie Macaluso, unanimous roll call vote.
8. Budget & Treasury Report:
  - a. Motion to nominate Bill Cotte to Treasurer was motioned by Kemani Scott and seconded by Kevin Jean-Louis, unanimous voice vote.
9. Public Comment – Limit to 3 minutes per citizen. (*State name and address for the record*)
  - No comments made
10. Old Business
  - a. Project Priorities for 2024:
    - i. DETTERA: The Commission revisited the DETTERA home-based drug disposal program. Council Liaison Darling & Chairwoman Cotte provided updates on recent progress, including partnerships with local pharmacies and educational outreach efforts. Kemani stated that he had a successful trial experience with the DETTERA packet.
    - ii. Allentown Business FAQ Pamphlet/Brochure: Debbie Macaluso presented her progress on developing an informative FAQ pamphlet or brochure tailored to Allentown's business community. She shared draft copies of the material, outlining topics such as business licensing, zoning regulations, and available resources for entrepreneurs. The Commission discussed using a future meeting agenda to revise the brochure draft.
    - iii. Marketing/Tourism: Kevin Jean-Louis

1. VisitNJ.org. and New Jersey Travel Guide: Vice Chair Jean-Louis focused on leveraging digital platforms such as VisitNJ.org and the New Jersey Travel Guide to promote Allentown's attractions and amenities. He presented comparative analyses of advertising costs and audience reach across various media channels, seeking input on optimizing the EDC's marketing budget for maximum impact.

11. New Business

- a. Allentown Business Community Open House/Meet & Greet: Date, Location  
Topic: Business Community's expectations of the EDC." How can we help?"
  - i. A proposal was introduced for organizing an Allentown Business Community Open House/Meet & Greet event, aimed at fostering stronger connections between local businesses and the EDC. Commission members discussed logistics such as event programming, guest invitations, and promotional strategies to ensure a successful turnout and meaningful interactions.
- b. EDC Fundraiser
  - i. Secretary Scott proposed EDC hosting a Poker, Trivia, or BINGO fundraiser night to help EDC raise funds so the Commission can promote Allentown businesses and economic development. While logistics have to be ironed out, other members provided positive feedback.

12. Committee Reports:

- a. ABCA: Kevin Jean-Louis: NONE

13. Next Meeting- April 17, 2024, 7:00 PM

14. Adjournment - 8:10 PM