

**Allentown Economic Development Commission**

Wednesday, June 19th, 2024

**MINUTES**

**Call to Order:** Chairwoman, Linda Cotte 7:05pm

**Salute to Flag:**

**Roll Call:** Present: Chairwoman: Linda Cotte, Vice Chair: Kevin Jean-Louis, Secretary: Kemani Scott, Treasurer: Bill Cotte, Debbie Macaluso

Absent: Ed Havens

Council Liaison: Nikki Darling

**Compliance Statement Read:** Chairwoman: Linda Cotte

**Chairwoman's Update:** No Chair update

**Treasury Report:** No Update.

**Approval of Minutes Members**

- a. April Minutes: Motion to amend and approve made by Bill Cotte & second by Kemani Scott, unanimous voice vote to approve.
- b. May Minutes: Motion to approve made by Debbie Macaluso & second by Kevin Jean-Louis, unanimous voice vote to approve.

**Public Comment:** No members of the public present

**Old Business**

- a. **Deterra Update:** Chair Cotte asked for the feedback from the Members of EDC on their test trial of Deterra. All members spoke positively on the product and the chair spoke about how to use the product in conjunction with small businesses in town including the pharmacies.
- b. **Marketing/Tourism:** No update.

**New Business**

**a. Farmers' Market: Open Discussion, Linda Cotte**

- a. Members of the Economic Development Advisory Commission individually shared their feedback on the new farmer's market. The Commission discussed potential suggestions for how the market could continue to serve as a platform to promote and support local small businesses in Allentown including Chairwoman Cotte speaking with the farmer's market organizers about including signage listing businesses within the borough to encourage those who shop at the farmer's market to also shop locally.
- b. **Commission's Chair meeting: (New Date; July 9th, 5:00) New & existing EDC projects with timelines for 2024.**
  - a. Vice Chair Jean-Louis spoke about coordinating with local businesses in town that have old electronic equipment and other municipal committees and commissions to organize an E-Cycling drop off day. E-Cycling Drop Off Day could consist of EDC getting a van or a trash dumpster so that businesses could bring their old electronics and equipment they no longer are



in need of in which an organization would collect and provide the municipality/EDC with credits based on how many trees were saved. Kevin will be meeting with E-cycling organizations to discuss budget friendly options for EDC. Councilwoman Darling is looking into the impacts this might have on other projects the town is already working on.

- b. Kemani Scott offered a social media campaign to promote the business in town. The campaign would consist of Kemani recording/interviewing business owners and their staff while getting footage of their business. After editing and getting the approval from the rest of the members of the EDC, the videos would be posted on EDC's facebook and instagram pages and other social media platforms to provide the town's small businesses free marketing while promoting EDC's public awareness.

### **Committee Reports**

- a. ABCA: No update.

### **Next Meeting:**

The next meeting was scheduled for July 17, 2024, at 7:00 PM.

### **Adjournment:**

Motion by Kemani Scott, second by Linda Cotte, unanimous voice vote. Adjourned at 8:45