

# Economic Development Commission

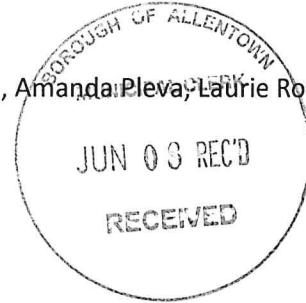
## Meeting Minutes

Tuesday, February 18, 2020

Present: Councilman Payson, Linda Cotte, Bill Cotte, Ed Havens, David Lam, Amanda Pleva, Laurie Roth, Matthew Walsh.

Not Present: Melinda Brown, Karen Pepler.

Next Meeting: Tuesday, March 17, 2020



Call to Order-made by Council Liaison Dan Payson at 7:05pm

1. Salute to the Flag.
2. Compliance Statement was read by Council Liaison Payson.
3. Roll Call was completed by Council Liaison Payson.
4. A quorum was determined.
5. Approval of minutes from January 21, 2020 meeting: Linda Cotte motioned to approve minutes; Bill Cotte seconded the motion. Minutes were unanimously approved.
6. Treasury Report: Treasurer Ed Havens reported that as of 2/18/2020 there is a \$0 balance in allocated budget account and a balance of \$1,135.97 in the EDC Trust Account. Laurie Roth motioned to approve Treasurer Report and David Lam seconded the motion. Minutes were unanimously approved.
7. Public Participation:
  - a. Stephanie Huff feels the carriage ride should be making a profit, not break even. ABCA web site needs to add business groupings to identify different types of businesses.
  - b. Robert Schmitt requested a copy of the evening's agenda. One was not available. Suggested that printed agendas be available at the meetings. Mr. Schmitt also asked whom the Chairperson of the Commission is. What is the budget for the commission? Council Liaison Payson stated the budget is going to be reduced this year along with all commissions in the Borough. Mr. Payson wasn't at liberty to discuss the budget as it will be discussed at the upcoming council meeting. Mr. Schmitt expressed concern that the ABCA in the past hasn't worked well with other commissions and committees in the borough.
  - c. Council Liaison Payson thanked Mr. Schmitt for his past and continued service to Allentown.
8. Old Business: Green Team.
  - a. At the January 21, 2020 meeting, a Green Team member was not elected due to the fact EDC didn't have the proper information to discuss and elect a member. Stephanie Huff Lipnicki has volunteered to be a member of the Green Team to represent the EDC. Bill Cotte motioned to nominate Stephanie Huff Lipnicki and Laurie Roth seconded the motion. Motion was unanimously approved.
  - b. Discussion was had why we had to have a member on the Green Team and why other committees didn't. Shade Tree opted out as they claim their plates are full and don't have time.
  - c. Robert Schmitt finds it scandalous why Shade Tree will not be part of the Green Team.
9. New Business:
  - a. Linda Cotte stated, we don't have a Vice Chair. Should we have one? Commission all agreed to wait until the next meeting when Chairperson Brown and Secretary Pepler could be present to discuss.
  - b. Bill Cotte announced the date of the next ABCA meeting, February 27, 2020 at 6:30pm to take place at Borough Hall. Suggested all members of EDC be present.

- c. Linda Cotte discussed a Spring Carriage Ride. Suggested around Mother's Day weekend.
- d. Amada Pleva suggested Saturday, May 9<sup>th</sup>, the week prior to Mother's Day.
- e. Linda Cotte suggested attempting to bundle the carriage ride with discounts from village businesses.
- f. Ed Havens said he would donate a free ice cream Sunday to a mother with her ride ticket.
- g. Matt Walsh stated he is uncomfortable asking the same business owners for helping to sponsor the event as well as a discount to draw customers in.
- h. David Lam stated the job of the EDC is to bring visitors to town to shop and dine, not for the EDC to make a profit. Those businesses who need us most we shouldn't be asking them for EDC support and donations.

10. Other Business:

- a. Laurie Roth asked what other events are we working on?
- b. Matt Walsh suggested a mixer, smaller events outside. Mentioned Cream Ridge Golf Course is doing concerts outside in the driving range area.
- c. Linda Cotte suggested movie night in the park.
- d. Concern regarding the EDC budget was addressed by all members. Council Liaison Payson commented there are going to be budget cuts across the board with all commissions. Payson suggested that all businesses in town should partner during all events to help defer costs. Budgets haven't yet been finalized, however it will be discussed at an upcoming council meeting, as he stated earlier.
- e. Matt Walsh states the EDC is to support the businesses and the ABCA should get the sponsorships from them. EDC should uplift the current businesses to help bring visitors to town.

11. Public Participation:

- a. Stephanie Huff suggested a Passport event like the former chocolate shop did years ago with all the businesses in the Passport. Also, a walking tour in the spring vs. the Carriage Ride.
- b. Robert Schmitt. This is not just economics. It has to do with the following:
  - i. Historic District (Character, charm and our downtown)
  - ii. Green Space and Parks
  - iii. Downtown, Shopping and Dining

EDC is the only commission that has focused on all three above, especially Green Space and Mill Pond. Business owners don't see the economic gain from the Flogatta, must bring them in and get them involved to draw visitors to them after the event.

- c. Stephanie Huff stated Hope Fire Company does a Touch the Truck event for donations followed by movie night. Felt we could potentially partner with them. She is also concerned about budget cuts and how that will affect the EDC.
- d. Linda Cotte stated the budget cuts will not help with promoting businesses. It will also make it more difficult to promote events.
- e. Robert Schmitt, there is electricity at the gazebo in Farmers Park. An event such as a Band Stand in the Gazebo may be a good event to attract visitors. Also suggested movie night in the park. Knows of a family in Freehold who does outside movie nights. Will research for EDC.

12. Adjournment: Linda Cotte made the motion to adjourn the meeting, Amanda Pleva seconded the motion. All present were in favor. The meeting was adjourned at 8:21pm