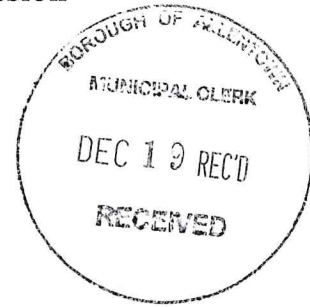


## Allentown Economic Development Commission

Wednesday, May 17th, 2023

### MINUTES



**Call to Order:** Chairwoman, Linda Cotte 7:01pm

**Salute to Flag:**

**Roll Call:** Present: Chair: Linda Cotte, Vice Chair: Kevin Jean-Louis, Secretary: Debbie Macaluso, Bill Cotte, Stephanie Lipnicki

Absent: Treasurer: Ed Havens, David Lam

Late:

Council Liaison: TBD

**Quorum was Determined.**

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

**Chairwomen's Update:**

- Reminder EDC members about the Monmouth County Summer Kick-Off Press Conference, Tuesday, May 23rd, 2023
- After reviewing the EDC Ordinance NO. 11-2018 Mayor Fritts feels it meets the borough councils objections for the EDC. No changes need to be made.

**Approval of Minutes:**

- Minutes Wednesday, March 15th, 2023- Bill Cotte motioned, Kevin Jean-Louis 2nd, all in favor, Approved

**Treasury Report:** Treasurer Ed Havens: tabled to June's meeting.

**Public Comments:** (*limit to 3 mins per person*)

- No Participation

**Old Business:**

- **Tourism:** Co-chairs Kevin Jean-Louis and Stephanie Lipnicki. Kevin met with Caroline Butnick, the director of Monmouth County Tourism [Monmouthcountytourism.com](http://Monmouthcountytourism.com). Discussed what other towns are doing to promote tourism. With so many people passing through Allentown to get to other destinations Caroline suggested highlighting what a visitor could do in Allentown for 3-4 hours. Caroline also oversees Social Media for Monmouth County Tourism and she is willing to advertise/post events for the EDC. She suggested the creation of a video featuring "a day in the life of Allentown" and highlighting each business. Stephanie stated a similar video was created 5 or 6 years ago by Simply Shire Photography. The photographer visited each business and made a unique video for each one to brand their business. The photographer is willing to do this again

and put it together to create one general video. She could put music throughout the video as well if we decide on that.

- Caroline Butnick also suggested Allentown should have a Social Media page.
  - Stephanie Lipnicki: due to the legalities VISITNJ.ORG needs to be managed by ABCA.
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- **Allentown Pamphlet/Brochure update:** Co-chairs Debbie Macaluso and David Lam. Debbie designed a series of FAQ Questions for new and existing Business owners regarding Business License, Building Permits, Certificate of Occupancy, Health Department, Approved Signage, Mercantile License, Fire Marshall, etc. Debbie attended an ABCA Meeting to understand what was happening with the creation of an Allentown Website. The EDC discussed the creation of a brochure that consists of a single piece of paper printed front and back with pictures and possibly some print. The use of a QR Code can help to direct the user to Allentown's Website containing all the information a visitor would need to learn about our history as well as points of interest. The video will also be accessible on the website as well as directions to all locations of interest. Linda Cotte stated a double-side single page brochure would be more cost effective than a pamphlet. New and changing businesses can be updated on the website, eliminating the need to update a printed brochure. Debbie will set up a meeting between Jack and Isaac, the website administrators, and Linda Cotte to further discuss.
  - **Social Media:** Stephanie Lipnicki. Stephanie's plan is to run a series of classes beginning at entry level to intermediate. The foundation is where the first class begins with Instagram and Facebook and linking them together. These classes will be brief. Stephanie will put together a class schedule.

#### **10. New Business**

- Rustic Olive Company: Located above Bloomer's and Things Building
  - Ribbon Cutting Saturday May 20th, at 11:30
- Resolution 154-2023, Amending the Appointments on the EDC
- Monmouth County Summer Kick-Off Press Invite
  - Press Conference Tuesday May 23rd, 2023, 11:30am at the Spring Lake Boardwalk

#### **11. Committee Reports:**

#### **12. Adjournment:**

- Stephanie motioned to adjourn, Bill Cotte 2nd. Meeting adjourned at 8:05pm.

#### **12. Next Meeting is Wednesday June 21st at 7:00pm**