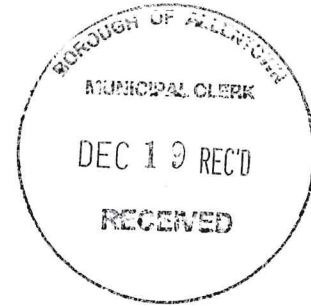


Allentown Economic Development Commission
Wednesday, June 21, 2023

MINUTES



1. **Call to Order:** Chairwomen, Linda Cotte 7:05pm
2. **Salute to Flag**
3. **Roll Call:**
 - Present: Chair-Linda Cotte, Vice Chair-Kevin Jean-Louis, Bill Cotte
 - Absent: Secretary-Debbie Macaluso, Ed Havens, Stephanie Lipnicki, David Lam
4. **Quorum was Determined.**
5. **Compliance Statement Read:** Chairwoman Cotte
6. **Chairwomen's Update:**
 - Chairwomen Cotte attended press conference to promote business and tourism in Spring Lake on May 23, 2023. Topics discussed, how officials in local municipalities can promote business and tourism. Along with local business owners, local officials were also present.
7. **Approval of Minutes & Treasury Report:**
 - A. Minutes, May 17, 2023-Tabled to July meeting as changes are required.
 - B. Treasury Report-Per June Madden, EDC budget for 2023 is \$1,500.
8. **Public comment:** None
9. **Old Business:**
 - A. Tourism-Kevin Jean-Louis, researching the web site www.visitnj.org site has many marketing opportunities for the business community. The site highlights local communities through both digital campaigns and magazines. The cost wasn't clear on the site. More information to come.
Mary, president of the ABCA contacted Kevin regarding pamphlets for the business community. After further investigation, there is a program where pamphlets are at rest stops and welcome centers at rest stops on local highways. Kevin is investigating pricing, locations and how the campaigns work.
 - B. Historic Allentown Pamphlet/Brochure: D. Lam & D. Macaluso - Tabled
 - C. Business Survey: D. Lam & D. Macaluso - Tabled
 - D. Social Media Classes: S. Lipnicki - Tabled
10. **New Business:** None
11. **Committee Reports:**
 - ABCA Liaison: Kevin attended the June ABCA meeting. ABCA is working on various 2023 events. Fall Festival enrollment is filling up fast, over 70 vendors have submitted applications already. NJ Magazine has picked up the Fall Festival event.

- Yvonne Rondinone, owner of (Store Name) is the ABCA chair for education. Will be sending newsletters to ABCA members promoting social media training with Stephanie Lipnicki.
- ABCA Treasures position is currently vacant.
- Jack West is working hard on updating the ABCA web site with new pictures and calendar of future events. Will be integrating GOOGLE maps with the site as well.
- Chair Linda Cotte suggested researching grants for financial aid with web site building.
- Business/information brochures- Proofs of design are coming soon. Brochure will most likely be two sided, to contain information on Allentown, the local businesses, and attractions along with a QR code to direct individual to ABCA web site.

12. **Next Meeting:** July 19, 2003, 7:00pm

13. **Adjournment:** Kevin Jen-Louis 1st, Bill Cotte 2nd, all in favor- 7:37pm