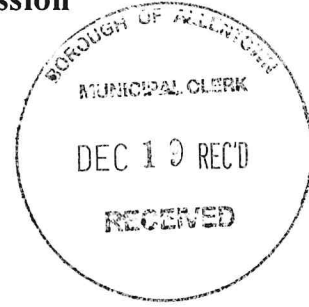


Allentown Economic Development Commission

Wednesday, July 19th, 2023

MINUTES



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

Salute to Flag:

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

Absent: Treasurer: Ed Havens, David Lam, Stephanie Lipnicki

Council Liaison: TBD

Quorum was Determined

Compliance Statement Read: Chairwoman Linda Cotte

Chairwomen's Update: On June 26th Danyelle Kumpel, owner of Uptown Pleasure Carriage reached out to Bill Cotte, EDC Co-Chair of Allentown's Historic Carriage Ride looking to confirm dates and deposit for this year's event. Bill explained the event has been reassigned to the REC Commission. June 26th Chairwoman, Linda Cotte sent an email to Council Pres. John Elder, Administrator Laurie Roth & Mayor Thomas Fritts informing them of the conversation and to please pass the request along to the appropriate parties. All contact information was also provided.

Approval of Minutes:

- Minutes May 17th, 2023- Tabled. Clarification of social media classes needed.
- Minutes Wednesday, June 21st, 2023- Bill Cotte motioned, Kevin Jean-Louis 2nd, all in favor, Approved.

Treasury Report:

- Treasurer Ed Havens:
 - Treasure Ed Havens not present. Linda Cotte motioned to table the Treasury Report until August's meeting. Linda Cotte motioned, Debbie Macaluso 2nd, all in favor, approved.

Public Comments: (limit to 3 mins per person)

- None

Old Business:

- **Marketing/Tourism:** while researching www.visitnj.org. Vice-Chair, Kevin Jean-Louis, spoke with Abby Siegel-Greenberg, Sales & Marketing Exec. for Miles Partnership, a strategic marketing company focused exclusively on travel

and tourism. Abby has worked on the Visit Philadelphia Campaign and is focused on the New Jersey Market. Approx. 400K copies have been printed. The largest markets are NJ, NY, PA, MD, VA. A Reader Response Kit is included with the advertising campaign. Printed and Digital copies are available. The travel guides can be found at designated travel spots around New Jersey. Advertising space and listings are available to NJ businesses and municipalities. Space is limited and needs to be reserved a year in advance. Rates are based on size of ad and location in the book. Final invoicing due in December 2023 for 2024's publication. Kevin and Linda will put together a presentation for Council and EDC commission. Linda Cotte suggested inviting Abby Seigel to an Allentown Council meeting in September.

- Bill Cotte will reach out to the Allentown Clerk for a list of all the businesses registered with the Borough and their contact information to see if they are interested in advertising in the Travel Guide.
- **Business Survey:** Debbie Macaluso will work up a mock Allentown business owners FAQ survey for EDC's August meeting. All commission members that are business owners were asked to submit questions to Debbie that they feel would help businesses in the community. Purpose: devise a Welcome Packet for new businesses and FAQ's including borough contact information for existing businesses. Debbie and Linda will attempt to meet with Jack West and Isaac Meerwarth, members of the ABAC, who are currently creating an Allentown Website for the ABCA. The purpose of meeting: for EDC and the ABCA to work together in creating an Allentown Business community website and possibly include the welcome packet/Business Survey.
- **Social Media:** Stephanie Lipnicki absent. Tabled to the August meeting.

10. New Business

- **First Aid Programs:** Linda Cotte spoke to Debbie Millar, an RN and Director of Community Wellness and Engagement for Penn Medicine about CPR training for the Allentown Business Community. Debbie Miller will send Linda Cotte an email confirming cost/person for training and class material. CPR training class covers adults, children, and infants for a two year certification. Debbie Millar is also sending a list of other programs.

11. Committee Reports:

ABCA: Kevin Jean-Louis

12. Adjournment:

- Bill Cotte motioned to adjourn, Kevin Jean-Louis 2nd. Meeting adjourned at 8:33pm.

12. Next Meeting is Wednesday August 16th, 2023 at 7:00pm