

Allentown Economic Development Commission

Wednesday, September 20th, 2023

MINUTES

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

- Technical Issues with Zoom. Unable to log in for public.

Salute to Flag:

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

Absent: Stephanie Lipnicki

Council Liaison: TBD

Quorum was Determined.

Compliance Statement Read: Chairwoman: Linda Cotte

Chairwomen's Update:

- Sept. 14th from 5:00-8:00pm several Allentown Businesses sponsored a Martini Night. Due to the overwhelming response, the businesses are looking to do another one in the future.
- The Rustic Olive is hosting a class entitled "The Art of Charcuterie" at the Allentown Library on November 17th, at 6:30pm. Reservations required.
- The Sign Making event for the Warehouse Protest was a success.
- Allentown's anti-warehouse development protest continues to meet on Thursdays along Old York Rd. (North Main) between 4:30 to 5:30pm. The protest is against the proposed warehouse development on the Stein property. All are welcome.
- New business in Allentown: ITM Works, owner and local resident is Isaac Meerwarth. He specializes in website design. isaac@itm.works.com
- ABCA members meeting: Thursday, September 21st 6:00pm La Piazza Banquet Room.

Approval of Minutes:

- Minutes Wednesday, May 17, 2023- due to lack of clarification Bill Cotte motioned to remove the entire paragraph regarding Social Media classes. Kevin 2nd, all in favor, approved.
- Minutes Wednesday, August 16th, 2023- Debbie Macaluso motioned to approve, Kevin Jean-Louis 2nd, all in favor, approved.

Treasury Report:

- Treasurer Ed Havens:
 - Budget Balance: \$1500
 - Trust Account Balance: \$1833.95
 - Expenditures: NJ Advanced Media for \$10.80 and Asbury Park Press for \$13.20.
 - Bill Cotte made a motion that June Madden reimburse EDC's trust account for the NJ Advance Media transactions, totaling \$24 from EDC's budget account. Linda Cotte 2nd, all in favor, approved.
 - Bill Cotte motioned to table the approval of the Treasury Report until we get more clarification from June Madden on the budget and the trust account. Linda Cotte 2nd, all in favor, motion approved.
 - Ed Havens will request a meeting with June Madden before EDC's Oct meeting.

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

- No participation

Old Business:

- **Marketing/Tourism:** Kevin Jean-Louis and Linda Cotte continue to work on a PowerPoint Presentation for Council. PowerPoint will include information and rates on various advertising campaigns that VisitNJ.org and the New Jersey Travel Guide have to offer. The purpose of the PowerPoint is to assist Abbey Siegal, Sales & Marketing Exe. for Miles Partnership with her presentation to council. Once EDC receives dates for Abbey Seigel Greenberg's availability EDC will request a date from Council to present.
- **Business Survey:** Secretary, Debbie Macaluso presented a rough draft of the Allentown Business Owner's FAQ Survey to the EDC Members. The FAQ will consist of questions and answers including names and contact numbers of officials and administrators' business owners might need in operating a business in the Borough. Once the survey is complete with all the information gathered, EDC will design a pamphlet for distribution. Linda Cotte suggested EDC speak with ABCA board members, Isaac Meerwarth & Jack West along with Allentown's Administrator, Laurie Roth for digital distribution. Debbie will send a rough draft to all EDC Members for review and additional input.
- **Social Media:** Tabled. Stephanie Lipnicki, absent.

10. New Business

- **First Aid Programs:** Chairwoman Linda Cotte: The CPR/AED Training Class will be held on September 27th at La Piazza's Banquet Hall. Doors open at 6:30 for sign in. Class will begin promptly at 7:00. La Piazza will provide coffee and water and cookies will be provided by Gaston's Bakeshop. Registration deadline is September 20th. There will be no refunds. Once class begins there will be a 15-minute grace period, then there will be no admittance. Everyone must be on time.

- EDC budget worksheets are due to June Madden by October 18th.
 - Requisitions to spend 2023 funds need to be submitted to June by December 8th, 2023.
 - Linda Cotte asked EDC members to submit ideas for projects EDC can take on for 2024 along with associated costs before the Oct. meeting.

Committee Reports:

- ABCA: Kevin Jean-Louis, Witches Night Out will be Thursday, October 26th.

12. Adjournment:

- Debbie Macaluso motioned to adjourn, Bill Cotte 2nd. Meeting adjourned at 8:40pm.

12. Next Meeting is Wednesday October 18th, 2023, at 7:00pm