



**Regular Members of the Committee:**

Present	Absent	Guests
Sue Asher	Joe DeVito III	Paul Bernardo
Matt Brown	John Holloway	Andrew Bielanski
Mayor Richard Onderko		Caitlin Cunningham
		Connor Kameronski
Council Liaison: Suzanne Maeder		Cassandra Russell
Secretary: Nanette Peterson		Ron Skirkanish

Councilwoman Maeder called the meeting to order at 6:03 pm.

**MINUTES**

Sue Asher moved to accept the minutes as circulated. Matt Brown seconded the motion and it carried.

**NEW BUSINESS**

Municipal update: CVS on Main Street will have its Grand Reopening on Sunday, October 16<sup>th</sup> at 10 am. There will be a ribbon cutting.

Mayor Onderko is working with our Borough Engineer to create an electronic directory of Manville businesses that will be accessible through the new Borough app. This will be built using the ArcGIS platform. There was a brief discussion about how new businesses will be added to the directory. Details on this need to be worked out, but it may mirror Winslow Township with a statement that says, “If you don’t see your business here, email us.”

**OLD BUSINESS**

Meet and Greet Review

It was agreed that we should have our Mission and Vision statements front and center at events.

Revising our current mission statement will be added to the next agenda.

Mary Tabbitt wanted the EDC to know that Phil Petrone has a connection with the owners of the Rustic Mall and he is willing to contact them to let us use the space for street fairs and pop-up stores. Also, she spoke with Oscar and he would like to be informed about EDC activities to see if it is something he would like to support.

It was suggested that we conduct future meetings with a Zoom component so that people who cannot attend may still be apprised of what we are working on.

The Secretary will send out thank you emails to those who attended along with a copy of the agenda for the next meeting. She will also mention the “Merry Madness in Manville” initiative.

The group discussed how to draw eyes to “Merry Madness in Manville.” The EDC can assist in coordinating signage for the Tree Lighting event. We should also work to make businesses understand that this is a marketing opportunity for them. Members offered suggestions to enhance the experience, such as a sleigh ride or horse and carriage ride. Councilwoman Maeder spoke about the cost of new holiday street lights and suggested that we give residents the opportunity to “Christmas art bomb” downtown.

A discussion arose about why eatery business owners do not attend the EDC meetings. It was suggested that we change the time or add a Zoom component. The EDC should also think about reviving the “Taste of Manville” event previously sponsored by the Rescue Squad Ladies Auxiliary..

Our short and medium term “next steps” need to be communicated quickly. We will discuss the Downtown Mercado idea at the November meeting and form a committee. We will also revisit the frequency of the Meet and Greet, and the time of day. We should poll business owners to discover what time is best for them.

A few new businesses opened in town. There will be a pizzeria at the old Duncan Donuts location. Halal Guys Chicken and a new BBQ restaurant also opened. We need to inspire our residents to write Google reviews and upload pictures on behalf of these new entrepreneurs; businesses need to ask for this assistance as well. We need to do an analysis of whether or not the customers are local. We also need to incentivize them to leave a review - perhaps to get a QR code that provides a discount.

Joe DeVito III said his expertise is in demographics and he would be happy to identify what tools and devices residents use. He said the town website can be designed better. He is happy to facilitate the live stream of our meetings.

### **Community Day Debrief**

Roosevelt School is planning a Health and Wellness Fair and we are allowed to bring any local business that fall into this category - hair salons, mental health, physical health, GNC, etc. Newer business owners will not be familiar with local teachers or the Superintendent. We have the ability to build bridges and relationships for business owners.

### **Electronic Directory**

It is the Mayor’s goal to have an up-to-date electronic directory of businesses on our redesigned website and on the MyManville app.

### **501c Discussion – Main Street USA designation**

Main Street New Jersey is a program through the Department of Community Affairs Local Planning Services. The program opens funding for grants and façade upgrades. Without a Chamber, the Mayor reported that we will need to create our own 501c. He already spoke with two people to create the official 501c, which will require a board with a President, VP, etc. The 501c will probably be called Downtown Manville.

### **Manville Business Association Sign renaming**

The Mayor would like to get a vinyl sticker to go over the MBPA logo and make it colorful and attractive. Ideas for names include “MyManville,” “Manville Happenings,” “Main Street Manville News,” and “Manville Minutes.” Councilwoman Maeder asked that we send her ideas for names prior to the next meeting.

## **ANNOUNCEMENTS**

Paul Bernardo passed out a “Creative Club” flier. The group meets at the Northside Lounge.

**NEXT MEETING**

The second Tuesday of next month is Election Day. We will move the meeting date to Thursday just for this week. Our next meeting will be on Thursday, November 10, 2022 at 6PM at the Manville Public Library.

**MOTION TO ADJOURN**

Sue Asher moved to adjourn the meeting and it was seconded. The meeting adjourned at 7:08 pm.