



**Present**

Sue Asher  
Matthew Brown  
Caitlin Cunningham, Alt.  
Joe DeVito, Council Liaison  
John Holloway  
Richard Onderko, Mayor  
Nanette Peterson, Secretary

**Absent**

Sharon Lukac, Alt.  
Suzanne Maeder  
Diana Sieberg

**Guests**

Craig Novak  
Erika McGill  
Alex Ramirez

The meeting was called to order at 6:03 pm.

**Approval of Minutes**

Sue moved to accept the **February 14, 2023 Minutes**. John seconded the motion and the minutes stand approved as distributed.

**Municipal updates:**

Mayor Onderko reported that the ribbon cutting ceremony for Halal Crispy Chicken was well attended and the subsequent posts on social media received over 15K hits. The owners of Halal were very pleased, and the Courier News wanted to do an article on why Halal selected Manville as their location. Mayor Onderko received a second request for a ribbon cutting from Infinite Beauty MK for Sunday, March 19, 2023 at 10 am at 809 S. Main St.

The re-striping of the traffic merge before the Van Veghten Bridge is coming soon. The Mayor is in communication with Sara Lichon of Ridewise. She will help mount an outreach campaign for our 25 mph streets. Ideas include creating flyers and tip cards with the message and sharing them with local businesses/on social media/their websites and using Street Smart messaging.

The Mayor continues to work with Van Cleef to update the business directory. They added Halal, Blue Starfish and the Pizzeria Rustica to the list. Matt reported that Pizzeria Rustica has expressed interest in a ribbon cutting in the summer after the bakery opens.

The MyManville app needs to be better promoted. The Mayor would like to send a design for a sticker or flyer to be placed in the windows of receptive downtown businesses to the County Print Shop.

Council Liaison DeVito reported that the line item in the Borough budget has yet to be resolved. The Mayor wants to check with the Borough attorney to make sure this is appropriate.

He also reported that they have decided on a color scheme and layout for the new Borough website redevelopment project.

### **Main Street Beautification**

The Mayor received a suggestion to add flower pots to Main Street. Vince LoMedico, Director of DPW, researched costs and they are as follows:

10 pots for \$4,000 from Agway

WaterWell Planter (self-watering)

- 32” Rolled Rim planter with a 27” WaterWell liner: \$475.00
- 36” Rolled Rim planter with a 32” WaterWell liner: \$560.00

It was suggested that we start a fundraising campaign or write for a community grant to purchase these, as the Borough may not be able to absorb these costs. It was also suggested that we contact the now-defunct MBPA members to see if they will donate funds. The planters will be installed after the Road Diet is completed should we be able to move forward with this purchase.

### **Main Street New Jersey – Main Street designation**

The Mayor reported that he assigned Councilperson Steve Szabo to investigate this opportunity. We will be able to use the SBDC’s 501c3 designation to qualify for the Main Street grant money.

### **Business Interaction 2023**

The committee discussed strategies to get local businesses to attend the April 11<sup>th</sup> Meet & Greet featuring guest speakers Jessica Paolini and Walter Lane from Somerset County Planning.

The EDC will write a letter inviting GP Caminiti to attend, as we should have the official voice of the Business Administrator of the town along with the Mayor present.

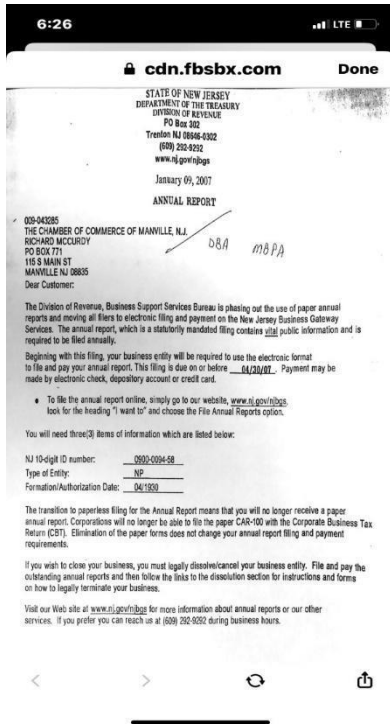
It was decided that we will divide the DataAxel-generated business listing and update it with email addresses so we can create a mechanism for regular invitations to EDC events. This will have the added benefit of allowing us to update our Business Resources Directory. Sue, Joe, Matt, Nan and Rich volunteered to make the calls. Matt will write a brief bullet-pointed script that speak to the benefits of attending the Meet & Greet. Nan will generate a paper invite as well. John offered to print them using his laser printer. We will send an email blast a day or two before the April 11<sup>th</sup> event. Guest Alex Ramirez offered to accompany us to help communicate the opportunity to Spanish-speaking business owners.

### **General comments or concerns from Committee Members:**

Matt offered that we should consider doing a night like April 11<sup>th</sup> for Spanish-speaking business owners. He also observed that we need to promote the “Spotlight” news article to the local businesses at events like the ribbon cutting ceremonies.

John mentioned that he spoke with Mike at the Sahara restaurant. Mike did not know about the EDC. He would be happy to host a Meet & Greet at their place of business.

A question arose about the Manville Business and Professional Association. Membership dues were \$250 for a large business; \$150 for a small business; and \$75 for an associate membership. The old MBPA’s NJ Business Entity ID # was 0900009458. They originally filed as a non-profit in April 1930. An Entity ID is a 10-digit number used to identify corporate business records.



Sue suggested we contact Carvana and write for Walmart grant money.

**Next meeting confirmation** (second Tuesday of the month)

Tuesday, April 11, 2023

Jessica Paolini and Walter Lane from the Somerset County Office of Planning, Policy, and Economic Development will be joining us.

**Adjourn by 6:59 PM**

Sue moved to adjourn the meeting. It was seconded and the meeting adjourned at 6:59 pm.