

NOTES FROM MSC MEETING

December 19, 2017

The meeting was called to order at 7:05PM, by Chairman Ernie Carbone. with 13 persons in attendance.

After the Pledge of Allegiance, business and new members were welcomed and introduced.

Old Business: The Chairman gave a report on Main Street Committee—(MSC) participation with the Christmas Tree Lighting ceremony. The event Chaired by Gina Martucci and conducted by Kinia McGough with the assistance of her Girl Scouts, was very successful. Great job by everyone who helped.

New Business: Mr Carbone reported on the Joint marketing campaign with the MSC and Economic Development Commission--(EDC. That at last night's EDC meeting the Commission voted to move forward with the Digital Marketing programs put together my Suasion Communications. This will enable our Township to aggressively target market our Economic Development Initiatives.

Part of the partnership with EDC will be to create and place signs displaying " Economic Development Opportunity", throughout the entire Township. These new signs will be distinctly different to what is currently in place .Therefore, they will attract attention of the public, developers, and builders. Another clear indication of how the Economic Development Initiatives are positioned for business expansion, retention, and development.

Public Safety: The status of the Traffic study on Main St. was given by Captain Dailey, MTPD regarding the methods being employed to determine speeding and reckless driving. Police placed

speed and vehicle counters on Main to establish a base line and will continue to monitor thru and into January 2018. A report will be provided at the January MSC meeting.

Chairman Carbone stated that the parking lines are scheduled for completion by Spring 2018. That these same lines may provide a degree of safety by causing a slow down in traffic. Also that they will enable us to use most of them for placement of Vendor booths during Main St. Events.

.Development: Mr. Carbone provided an update on a new Meat/Deli locating on N. Main St. He plans to get specific information and pictures to be displayed on Social Media platforms. Additionally, an update on the situation of recently developing businesses: the Dr. Briller project, for a proposed sit down restaurant, at street level; residential apartments above, is still moving forward; the 13th Child and Cross Keys Micro Breweries, and target marketing for a Deli/Luncheonette to be placed in the Cakes and Cookies space.

Individual presentations by business owners of the 13th Child; Venture Escape Room; Rockcrest Financial; Dauntless Design Architects; SOS; and Williamstown Art Center, were made. Dissemination of their progress indicates that all are finding success in doing business on Main Street.

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13th Child is tentatively scheduled to open in Mid-January, pending licensing by the State and will need about (30) days to brew. Rockcrest Financial, at # 5 S, Main Street has placed a new sign identifying his business and providing recognizable evidence that we are growing Downtown Center. They have short range plans to landscape and paint the entire property.

Dauntless Design explained the scope of his business and that it has experience from residential through Casinos and beyond. Although SOS is located on the BHP, Katherine Falcone explained that her company just completed a re-design and remodel on the 2nd floor of the Century Water Company on Main. Gina Martucci explained that she is actively giving painting parties and Art instruction to new and existing customers.

Chamber of Commerce President, Katherine Falcone reported on the new Banner process on Main. All applicants are paid in full and the installation process will begin in the 2nd week of January 2018. Positioning of all Banners will be by a lottery selection system to provide fairness to all.

Marketing: The Chairman discussed getting an early start for the 2018 Art Festival. A late start last year effected the outcome and we need to plan based upon our previous experience. Therefore a Sub-committee Chaired by Gina Martucci will convene in either the 1st or 2nd week of January to prepare for a successful event. Richard Sanford will provide the venue at Dauntless Design—354 S. Main Unit B—in rear. Gina to notify committee regarding date and time.

As our April 28th date follows the Police Unity Tour Event at Owens Park on April 21st & 22nd. The MSC and MTPD will partner to have a positive outcome on attendance; vendors, and fund raising, at both events. Both Events will remain separate, although the MSC expects to have a presence at the Owens Park Event. Progress meetings are being held to determine the process.

Real Estate: No report this month.

Legal: Presenter Cody Miller was unable to attend. Ernie shared some brief comments regarding redevelopment plans and how the priorities are aligned. Also, the timing of each zone may take over (12) months to complete, but due to this the process is positioned at a very high level planning process with Township Council.

Communications: Social Media plans were discussed as part of the report, above, regarding the MSC and EDC joint digital marketing program.

Next Meeting: Time: 7:00PM Date: Tuesday, January 16th Location: 3rd Floor Conference Rm.

Meeting adjourned at 8:45PM.

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