

Asbury Park Business Committee

MINUTES

FEBRUARY 21, 2018

10:05 AM

CITY HALL CONFERENCE ROOM

MEETING CALLED BY	Larry Denbrum
TYPE OF MEETING	Regular committee
FACILITATOR	Larry Denbrum
NOTE TAKER	Phyllis Maffucci
TIMEKEEPER	Bianca Freda
ATTENDEES	Sonia Spina, Amy Quinn, Kathy Kelly, Jenn Hampton, Adam Nelson, Bianca Freda, Isaac Jones, Phyllis Maffucci, Larry Denbrum, Russell Lewis, Reggie Flimlin. Sylvia Sylvia-Cioffi
ABSENT	Lesley Castellini, Marilyn Schlossback, Jackie Sharp
MINUTES APPROVED	Minutes from January 17 th meeting approved

Agenda topics

15 MINUTES

BUSINESS COMMUNITY SURVEY RESULTS

SONIA / LARRY

DISCUSSION	Some business owners stated they did not receive the survey. It was discussed that the survey went out through the chamber of commerce email list, as well as posted in City's weekly email blast, posted on Nextdoor, and the link printed in the Asbury Park Sun.	
	The committee reviewed the survey and a question if it was known which industries were in business for 10 years or longer. Sonia said she would send the raw data that would give that information.	
	The top three concerns indicated on the survey were: 1. Parking, 2. Cleanliness, (There is an excessive amount of garbage, partially due to the number of garbage cans and some are no-lid containers). 3. Getting consumers to Asbury Park.	
CONCLUSIONS	A suggestion was made to initiate a sponsorship program for purchasing more garbage cans for the downtown and also have it be a creative project for local artists in town to paint.	
	It was also suggested that a public response be given to the issues and concerns that were mentioned in the survey, giving people a place to go for specific problems/concerns. As well as new procedures being implemented to address concerns.	
	It was decided that Q9, and Q10 would be discussed at a later date and information be used to create goals.	
ACTION ITEMS	PERSON RESPONSIBLE	DEADLINE
Look into cost for additional garbage cans	Sonia	N/A

[TIME ALLOTTED]

MOBILE APP

SONIA/SYLVIA

DISCUSSION	Sylvia discussed the new website the Chamber is developing. The new site will be mobile friendly and interactive.	
	The new Chamber website could be the solution to what the city is looking to accomplish.	
	There was a question about the parking APP: Was there data available that shows how many people use the APP to gauge the amount of visitors who use mobile APPS and what other information is available on it?	
CONCLUSIONS	It was decided that the committee would revisit this topic in March when the Chamber site is further along and has additional information to present.	
ACTION ITEMS	PERSON RESPONSIBLE	DEADLINE
No specific next steps.	N/A	
Presentation of new Chamber website by Sylvia	Sylvia	N/A

[TIME ALLOTTED]

FIRST SATURDAY

SONIA / LARRY

DISCUSSION	The question was proposed, "Do we want to restore 1 st Saturday, or do you feel the city no longer needs it?"	
	It was discussed that the mid-week day is more in need of creating awareness to the public and perhaps it should be "redesigned" to meet the current needs of the business community.	
	A suggestion was made to advertise drink specials on Wednesday or Thursday, late hours one night during the week for retailers to participate in. Or find times that were off-peak and generate events around those times, for instance: Sundays from 4-6 pm.	
	Events in other towns were mentioned: Pink Ribbon Tour, Red Bank Walking Tour, etc. A suggestion was made for a "wellness Challenge Race" based on an event held in Hoboken and Jersey City; a fitness "race" that would be inclusive of all ages and participatory by the entire city. Information about this event was shared along with the website: citychallengerrace.com	
	The Jersey Devil Festival will be held on April 6-7 as a collaborative event by Paranormal Books and The Showroom; a film festival, walking tour, storytelling, etc. - Tickets will be required for the movie, but all other events are free.	
CONCLUSIONS	It was suggested that a special meeting be held as a brain storming session to discuss ideas for reinventing "1 st Saturday" selecting a new name and putting a plan into action for new monthly events.	
	Larry offered the hotel as the meeting location for the meeting, along with refreshments ☺	
	Sonia suggested that anyone wanting their event to be included in the city event newsletter should submit by email 2 weeks prior.	
ACTION ITEMS	PERSON RESPONSIBLE	DEADLINE
Larry will pick a date for a special meeting for anyone who is interested in being a part of the sub-committee and send out an email.	Larry	
More information will be gathered about the challenge race and forwarded to the Mayors wellness committee.	Committee Leads	

NEW BUSINESS: TRAVEL AND TOURISM WORKSHOP SYLVIA

DISCUSSION	The NJ State Department of Travel and Tourism will be hosting an assessment workshop for the Monmouth County tourism industry. An assessment of your destination will take place and industry partners will be able to identify strengths, priorities, areas for potential improvement, and develop strategies for future growth. Participation is critical for the success of this program.	
	This event is free and will be held at 100 Municipal Plaza, in the City Council Chambers on March 15 th from 9-11:30 am.	
	Monmouth University has a tourism council. Classes are available for those who want to learn about the development of tourism through their certificate program. Students who take the class will do an internship at a tour related business: hotel or restaurant.	
CONCLUSIONS	There are 25 seats reserved for Asbury Park. Please RSVP as soon as possible to the email address provided .	
	Cross-marketing ideas: Any business who would like to advertise their event can send their information to Larry at The Asbury Hotel and he will mention it in their promotions.	
ACTION ITEMS	PERSON RESPONSIBLE	DEADLINE
Share information with other businesses in Asbury Park.		

NEW BUSINESS: BUSINESS AWARDS COMMITTEE LARRY

DISCUSSION	It was suggested that Asbury Park hold an annual "Business Award Event" acknowledging the achievements of businesses in Asbury Park. Any business that is in Asbury Park would qualify for the award.	
	The event would take place during the day and be held as a luncheon type event.	
CONCLUSIONS	It was suggested that a sub-committee be formulated to help create this event.	
ACTION ITEMS	PERSON RESPONSIBLE	DEADLINE
No specific next steps		

OBSERVERS	Nancy Sabino
RESOURCE / MISC.	
SPECIAL NOTES	A question was posed regarding AP High School participating in a "walk out" protest against gun violence.
MEETING AJOURNED	11:00 am