

Business Committee Meeting

June 27, 2018 / 10:00 am / City Council Chambers

ATTENDEES

Larry Dembrun - Chair, Isaac Jones - Co-Chair, Jenn Hampton, Bianca Freda, Regine Flimlin, Adam Nelson, Sonia Spina, Sylvia Sylvia, Phyllis Maffucci

ABSENT

Russell Lewis, Jacki Sharpe, Marilyn Schlossbach, Kathy Kelly, Michael Capabianco, Amy Quinn, Lesley Castellini

AGENDA

- Pre-meeting discussion occurred about Festival of Life and the disturbances occurring to the community and local businesses.
- Sonia will relay concerns from business owners to City Manager and Council.

Minutes Approved from May 16, 2018 - Larry Dembrun

Item #1 New Chamber App/Website - Sylvia Sylvia

NOTES

- The Chamber website will still be under construction for a few more weeks. Once it launches businesses will be able to post their events.
- They are also looking into the app component with board approval. If this occurs must encourage people to download the app.
- Fortuneweb (Jennifer Shulman) is the company designing the website.

ACTION ITEMS

1. Sylvia will get back to the committee on the timeline for completion and samples of their work.

Item #2 Report of Sub-Committee meeting for new 1st Thursday -

Adam Nelson

NOTES

- Event was intended to be based around Arts & Entertainment. Discussed holding it on another night, Tuesday rather than Thursday. Group was undecided on the name.
- It was mentioned that Pat Schiavino is planning an art crawl event on Thursdays beginning in the fall.
- Promotions should be done in the off season, September - April.
- Suggestion 1. Hold a "Dirty Linen Night" popular in New Orleans as a gallery tour...
- Suggestion 2. hold a "Rainy Day Promotion" to encourage people to come to town in the summer (or off season) even if it's raining.
- It was noted that a permit is not needed to create promotions.

ACTION ITEMS

1. Have a sub-committee meeting and come up with 6 promotion ideas that could be held from August to November. They will involve marketing only and not require permits.
2. Once the 6 ideas are agreed upon the committee will invite other business owners to get involved and help promote.
3. **Date for the sub-committee meeting is Wednesday, July 11th @10:00 AM and hosted by Larry Dembrun at The Asbury Hotel.**

Item #3 Location of new garbage cans placed in the downtown -

Sonia Spina

NOTES

- A map was passed around that showed the location of all the new garbage and recycle cans that were purchased with grant money the city received.
- Requests were made to have garbage cans placed near the high school.

Item #4 Review of Goals and Achievements - Committee

Since the business committee was formed in 2017 the following achievements had been made:

- 2017: A Mission Statement was formed.
- “How To Do Business” in Asbury Park brochure was created to help new businesses navigate city hall.
- November 2017: The committee researched having a customized app made for the businesses where all events and promotions could be posted/found in one place. The quote for building that application was \$24,000. The committee is still investigating other options, including the Chamber of Commerce’s new website which will be mobile friendly.
- January 2018: A new Chair and Co-Chair were selected, along with a secretary to create the agenda and record the minutes.
- January 2018: A survey was conducted for the businesses throughout town to discover what the needs/wants are of Asbury Park’s local businesses.
- February 2018: The top three concerns indicated on the survey were: 1. Parking, 2. Cleanliness, (There is an excessive amount of garbage, partially due to the lack of garbage cans and some are no-lid containers). 3. Getting consumers to Asbury Park.
- As a result of the survey 27 new garbage and recycle can were purchased by the city and distributed throughout the downtown.
- March - May 2018: There was no meeting held in March due to inclimate weather and guest speakers were present for April/May. A sub-committee was formed to develop a new marketing campaign.

ACTION ITEMS

1. The initiative for the remainder of 2018 is to revive a “1st Saturday themed” marketing campaign to brand Asbury Park as a year round community, with the goal of bringing large numbers of people to town in the off season. Action steps are in place as noted in Item #2 under sub-committee for 1st Thursday.

2. Understanding the role of the business committee, as compared to the Planning and Zoning board with regard to business in Asbury Park.
3. Acquire a list of all the businesses in town along with their contact info so that we can communicate and include them in the marketing efforts. Once we have this list we can have representatives from the committee reach out to their respective industries and invite them to participate in the campaign.

Item #5 New Business -

Q: regarding the Rainbow Bench with regard to the rotation schedule and how can it be moved from business to business.

A: Response from Sonia; THE PARKLET - the current one won't be moving much due to how it was constructed. We are expecting a new one shortly that can be moved around.

Michelle Alonso can also tell us more about it in the July 18 meeting.

- A suggestion was made for the new foot patrol/Specials to introduce themselves to the business owners in the areas they will be patrolling.
- A suggestion was made with regard to Data Entry software.
- Monmouth health and Life magazine and marketing materials were passed out to the group.
- A confirmation was given from the group regarding the 3rd Wednesday of each month at 10 am for the committee meetings to be held.

Item #6 Public Portion

1. Announcement made that liquor licenses will be renewed for all restaurants and bars at tonight's City Council meeting - Nancy Sabino.

GUESTS/OBSERVERS

Nancy Sabino

TIME KEEPER

Bianca Freda

MINUTES

Phyllis Maffucci

NEXT MONTH'S AGENDA

- Guest speaker Michelle Alonso
- Report of sub-committee meeting for marketing campaign

Meeting Adjourned: 11:23 AM / Next meeting Wednesday, July 18th

POST MEETING FOLLOW UP

Sonia Spina - Follow up items from today's meeting:

- **NOISE COMPLAINTS:** About the Festival of Life are in the process of being addressed. The application didn't mention some of the things they are doing and is being revamped. This is the first time in many, many years there has been an issue with an event. Everyone needs to call the Police so the complaints are documented.
- **SPECIAL EVENTS:** The Special Events Committee was established via ordinance. Applications are submitted and reviewed by Leesha. Once deemed complete, they then come before the Special Events Committee. Then it goes to Council for final approval. We can discuss this process more with Michael in the next meeting.
- **COMMITTEES/COMMISSIONS/BOARDS:** Michael will explain the structure and how Planning & Zoning are different in our next meeting.
- **PLANNING & ZONING:** Michelle Alonso is going to attend our next meeting to give us an overview of how the Planning & Zoning Boards work and she can answer your questions. situation.
- **MERCANTILE LIST:** Unfortunately I am not allowed to email the mercantile list BUT you can easily OPRA it. Here is the link:
<https://asburyparknj.justfoia.com/Forms/Launch/d705cbd6-1396-49b7-939e-8d86c5a87deb> Can someone please volunteer to submit the request? - **Bianca Freda has made the request.**
- **POLICE:** A request has been sent to Chief Kelso to ask the Specials to introduce themselves to business owners.