

## EDC MINUTES FOR NOVEMBER 19, 2014 MEETING

In attendance- Ryan, Randy, Donna, Jeff, Chris , Louise

Jeff opened meeting at 7:34

Last Month's minutes were approved by Donna & Chris

### FINNCREDIT UPDATE

Jeff- Tax Credits for the new fiscal year (starting 5/1/14) to date - \$16,300. Projected Tax credits for the fiscal year (4/30/15) - \$32,600. Total sales to date - \$197,000. Projected sales for the year - \$394,000.

Donna- Not all the businesses see the Rewards Program as advertising

Jeff- We can consider giving a prize/acknowledgment to those who shop local the most. This would come from our budget.

Randy- We should post an ad right in Town Hall

### BANNER

Jeff- Banner should go up ASAP. Purchasing Manager has invoice for banner. Cost of Banner- \$960. This is within our budget.

Black Friday is followed by Small Business Saturday. Trends to do ad about it. EDC had two events created to help promote this day in Pequannock Township.

### DISCUSSIONS

Louise- Will mention at next Council meeting- replacing the current hanging banners along the NPT.

Randy- Thoughts about Mike Simone's presentation at the Landlord Event.

Parts of Town are discouraging new business. For example the building on the Pequannock side of Town near the railroad track-needs a tremendous amount of work. Shop Local Ad will be in this Sunday's Trends.

Louise- Will check with AP about the invoicing for the Trends Ad.

Tree Lighting is Sunday Nov 30th

Ryan- Feels we need a more walkable community. We should look into grants.

Meeting ended 9:05 by Ryan & Chris