

EDC MINUTES FOR MAY 28, 2014

In attendance: John, Jeff, Donna, Louise, Melissa, Randy and Chris

Jeff called meeting to order at 7:37

April's Minutes approved by Jeff 1st-Donna 2nd

CHAMBER INFO

John/Randy- Chamber promotes to the businesses and EDC promotes to the residents.

Randy- Suggested that we have an event as we did last year-with the Chamber-for the businesses at Bardi's

Louise- Was very pleased with the way it was run last year by Randy.
It was professional yet casual.

PROPERTY TAX REBATE REWARDS PROGRAM

Donna- No customers of hers have complained about the program.

Jeff- Carmine has mentioned a new programs "Meet the Merchant",
a yearly contest, deal of the month (based on whats being offered)
Finncredit is going to also reach out to the newspapers and magazines.

LETTER THAT WILL ACCOMPANY THE TAX BILL

Louise- Letter should include the same info that we were going to put on the Postcard.

Will have to go on legal size paper because of the folding.

Jeff- Will have them place both logos on the top of letter.

Business list on bottom.

Randy- Bold notations on letter are effective.

Add a PS section

WEB site

Jeff- Jam Graphics is asking for \$75 a month for us to have the ability to make any changes we wish during the calendar year.

We could negotiate for \$75 per change instead. This may work out better for us.

STREET FAIR

Jeff- Carmine said he would be there at about 1.

I will be there all day.

We have everything we need- Rob has banner.

Possibly show Pick Pequannock video at Fair.

Melissa- Civic/Non Profits groups are not charged.

We will promote program at fair.

Also flyer for Shop Local.

Stop and Shop may have table at Fair.

Donna- 6ft table

John- Tent

Randy- Chairs

Arranging for a half page insert in the Trends-Wednesday before
Fair. Cost \$250.

Louise - Asking to change the Street Fair date for next to the 1st Sunday in June
so that we will no longer conflict with Wayne Day.

LANDLORD EVENT

Melissa- In favor of having a business/landlord event.,

Jeff- Lets shoot for Sept Oct.

Picked October 6th- first Monday- all agree.

FUTURE PLANS

Randy- An ad campaign

Not full page. Will include reasons to shop local. Possible article.
\$110 a month- 3X3 ½

Jeff- A series of ads.

Louise- Would still like to see Pick Pequannock Banners around town.

June 1st- Grand Opening of Hair N Us.

June 27th PNC Grand Opening in Stop and Shop location.

Has not received any other New Business info over the past month.

Meeting ended at: 9:40 by Randy 1st- Jeff 2nd