

City of Asbury Park

BUSINESS COMMITTEE 2019

18 September 2019 / 10:00 AM / City Manager's Conference Room

ATTENDEES

Bianca Freda (Co-Chair), Jenn Hampton, Marilyn Schloshbach, Amy Quinn, (Deputy Mayor), Reggie Flimlin, Austin Leopold, Jackie Sharpe, Adam Nelson, Sylvia Sylvia-Coffi, Sonia Spina, Phyllis Maffucci

ABSENT: Isaac Jones, Larry Dembrun, Russell Lewis, Kathy Kelly

GUESTS: Chris Zatorski, Robin Elliott Preston

AGENDA

August minutes approved. [no meeting for July]

1. Zombie Walk / Fall Happenings:

Zombie Walk - Johnny Mac and Jason Meehan are running the event. An email went out from Pat S. that they changed the route and created a map for the new route. Another email will go out by city to highlight the route. Chamber will send another email to be aware of road closures. They will be turning at press plaza and up Mattison Ave. The stage going to be at Mattison and Main St. (Landscape trailer).

Fall Happenings - Marilyn; Diva Brunch 10/20 at Langosta. Ticketed event. 50% of the proceeds go to garden state equality.

Sonia - If you'd like your event to go into the city email blast send 2 weeks before your event to events@cityofasburypark in order to get it into the email.

Sylvia - Free event tonight at Constitution Bank in cooperation with the Chamber of Commerce.

2. Sub-Committee Report: Pie in the Sky - Had meeting with Freeholder Arnone to discuss the possibility of single seat rides and not have a change trains in AP to improve transportation. Either electrifying he tracks or having hybrids. Wants to meet with the Mayors of shore towns to collaborate on this initiative.

3. Sub-Committee Report: Boots on the Ground - Committee members Adam, Bianca, and Kathy. Trying to have an effect on the businesses that are here and bridge the gap between the city and the business that are currently here and communicate with them so everyone knows what's going on.

SHOP.HERE.NOW - End of the Summer Block Party to coincide with Sea Hear Now. Bianca spoke with Tim and gave approval of using the similar name. Want to start promoting it right away. Whatever communication the town sends out would be helpful. The route attendees to the event would be down Cookman from the train station. SHN event is this coming Saturday and Sunday 12-5.

The more people who come and businesses that participate would make it be more festive. No music, (this year) Amy - The city would waive fee if the Business Comm. wanted to use Kennedy Park for bands/music venue. Kennedy Park is being used on Sunday for Farmer's Market. A few businesses have reached out for space on Cookman.

Thoughts/ideas for next year: should create an app that gives information about the event. Dunk Tank (?)

Bianca asked people to spread the word, they have flyers and have been handing them out. Also created @asburyparkbc = AP business committee Instagram account. (changed to @asburyparkbiz). Spread the word and follow on Instagram.

Question: Does the festival have your flyer? Can you make a post about it? Tim Sweetwood is the person in charge of SHN for approval of promoting the "shop here now" event.

Chamber of Commerce has a map of businesses in the downtown that are participating.

Bianca has a doc of all businesses that are participating.

Update: Kennedy park is available on Sat from 12-5 to use for Sea Here now. Can also be used for businesses to set up or for bands.

3. Public Portion: Question - Ocean Grove has sandwich sign on Boardwalk that says "thanks for visiting be sure to check out our downtown shops." Can we get something on our boardwalk that directs people to the downtown?

Question - Can we get signs in the downtown that say "to beach?"

Amy - The City received a grant and hired a branding company. They are just beginning the process of what the City wants to do. Will put signs on the list to discuss with the branding company. There currently is signage all over town that direct people to the boardwalk / beach and they can also direct people to the downtown from the beach.

4. Diversification of group members – Amy has identified a few businesses that are not on the board. Kathy and Amy have been reaching out to them, including some non-profits; Interfaith Neighbors, Asbury Park Rotary, etc.

AP rotary has contributed over 7 million dollars for initiatives in the community. Boys and Girls Club.

Amy asked to continue to identify where there is a lack of representation. Want to add diverse businesses on the committee. Send any ideas to Amy.

Question: Reggie flimlin - How can you get notified when road work is going to be done in town? 4th Ave. has been closed off several times this month.

Sonia will send information to the committee regarding who the people are that would be able to notify businesses about where work is going to be done and also for complaints. The police pass along the information when/if the information is given to them by the roadwork company.

Sonia will be at the coffee with a council person with Jessie and Eileen.

Sonia has been meeting with Managers at the Post Office to complain about the mail delivery of the City news-letters because people aren't getting them.

Send ideas to Sonia about what you think should go in the next issue of the News-Letter for the Winter/Spring of 2020.

Question: What's happening with the YMCA building? It has had scaffolding for at least 4 years. When does their permit expire?

Announcement: Marilyn wants to propose a collaborative city-wide benefit, there is an organization called "Hands and Hearts." She would like them to be the organization to receive the money that will benefit the Bahamas from the hurricane devastation; the people and the businesses who suffered loss.

Boots on the ground will help plan the event.

November meeting has been moved to the 13th of November, 2nd Wednesday to accommodate schedules.

Meeting Adjourned @ 11:00 am (minutes prepare by Phyllis Maffucci)

Next Meeting Date October 16th, 2019 @ 10 am.