

BUSINESS COMMITTEE 2019

17 April 2019 / 10:00 AM / City Manager's Conference Room

ATTENDEES

Bianca Freda(Co-Chair), Amy Quinn, (Deputy Mayor), Jacki Sharpe, Marilyn Schlossbach, Jenn Hampton, Mathew Whelan, Russell Lewis, Regine Flimlin, Sonia Spina, Austin Leopold, Adam Nelson, Michael Capabianco

ABSENT: Isaac Jones, Larry Dembrun, Kathy Kelly, Phyllis Maffucci

GUESTS: Patrick Schiavino, Richard Schlossbach

AGENDA

Meeting called to order 10:10 | March minutes approved.

1. **Job Fair: Jacki Sharpe** - Jacki will email names of candidates that were vetted to anyone interested in hiring.

Overview of the event: Only Juniors and Seniors were present. Students should not have cell phones out. There were 15-minute presentations, kids have resumes, send comments, notice to business, business committee should have a table next year. Reach out to Belinda for cost, send money to Janice, (Genise).

2. **Third Thursday** - New business promotion event. Jacki, April is poetry month; city poetry Laureate. Engaging restaurants to get involved.
3. **Boots on the Ground Sub-Committee** - presented by Adam Nelson. Committee to host 'Asbury Essentials' for May/June. Details of the event:
 - Cocktail Hour held @ Transportation Center, mix master, music, art, vendors, map, sponsorship, celebrity email.
 - Potential date: June 18th.
 - Takeaways for businesses? Map of businesses can be distributed.
 - Reggie, Russell, and Marilyn - to provide cocktails and food.

4. **Long Range Goals Sub-Committee** - Presented by Russell and Reggie. Committee goal is to make AP a year-round destination and attract out of town visitors. How do we attract?

- A Newark to Asbury connection via NJ Transit.
- People to connect with regarding transportation - Nicki Ouellette, website:<https://www.choosenj.com/about-us/our-team/nikki-ouellette/>
- Freeholder Thomas Arnone currently represents the County on the North Jersey Transportation Planning Authority.
- **Additional notes from Sub-Committee meeting as per Reggie Flimlin:** Things to consider - Bayhead Express to NYC - expanded in summer months - still existing - On May 18, 2015, NJ Transit expanded service to include 3 inbound and 3 outbound weekday trains running from **Bay Head directly to New York** Penn Station and back. These trains are pulled by [ALP-45DP](#) locomotives since [electrification ends at Long Branch](#).
- touch base with Mike Manzella, AP Transportation re: express rail line out of Bayhead to NYC. If these express trains run through our town on the same line we should propose a stop for AP, especially in light of the fact that rail travel will be compromised this summer due to Federal implementation of safety clips.

5. **Guest Pat Schiavino** - Talked about a disconnect between business owners and what's happening downtown. Has a meeting with City and downtown business owners. Concerns: Parking, bar-crawl on weekends.

Reggie distributed the BU study on binge drinking utilizing technology ap in social media for peer pressure change.

Monday night meeting should be productive with city and downtown merchants / Announce event - Asbury Essentials.

ACTION ITEMS

1. Committees continue to promote new Asbury Essentials event. Adam sending list to committee.

Meeting Adjourned @ 11:05 am (Notes taken by Marilyn Schlossbach / Minutes by Phyllis Maffucci)

Next Meeting Date (4th Wednesday) May 22, 2019 @ 10 am