

BUSINESS COMMITTEE 2019

19 June 2019 / 10:00 AM / City Manager's Conference Room

ATTENDEES

Bianca Freda (Co-Chair), Kathy Kelly (Co-Chair), Amy Quinn, (Deputy Mayor), Jenn Hampton, Regine Flimlin, Sonia Spina, Austin Leopold, Adam Nelson, Phyllis Maffucci

ABSENT: Isaac Jones, Larry Dembrun, Russell Lewis, Marilyn Schlossbach, Sylvia Sylvia-Coffi, Jacki Sharpe.

GUESTS: Richard Schlossbach, Ben Ross

AGENDA

Meeting called to order 10:00 | May minutes approved.

1. **“Asbury Essentials” BOTG Business Event 6/18/19** - Adam Nelson.

Overview: The event was well attended and everyone agreed it was a successful event. Estimated over 300 people throughout the evening. There are a few kinks to work out for next year; have people wear name tags, have just one entrance to better monitor attendance, (rain was a factor). Also improve communication with the business community so people have a better understanding of the purpose of the event.

Highlights: 1. It seemed that more than just businesses from Asbury Park were present, (the committee thought that was fine). 2. DPW did a great job of transforming the space, (set up) and cleaning up after the event. The committee felt the DPW went above and beyond to help make it a great event. The committee will be sending a thank you to the department. 3. There were a lot of positive comments about the venue. It was the first time many people were in the transportation center. BOTG felt it was the perfect way to showcase the venue for other events to be held there.

Feedback: Committee will continue to evaluate the event as time goes on.

1. Get feedback from the entire committee.
2. Create FB page and #hashtag for the event next year.
3. Better communication needed for logistics; some confusion about partnering between beverage vendors, location for set-up; being in the tunnel as opposed to upstairs.
4. Moving forward; where do we go from here (?) "Have vendors attend for a fee and use the funds for cooperative advertising."
5. Suggestions needed, (ideas) ways to encourage people to talk to people they don't know.
6. Shorter time frame, 6 - 8 pm (?)

Wrap-up: APTV conducted interviews of Business Committee talking about the event. Good coverage of the event. Someone from APTV will send a link to the committee when the video is ready so it can be evaluated before putting out to the public. The sub-committee went through the proper channels getting a license from special events with the City.

2. **Pie in the Sky Sub-Committee** - Reggie Filmlin.

Goal and Overview: The goal is to lobby for a direct train, (and more service during high season) from NY/Newark to Asbury Park so commuters do not have to change trains in Long Branch. The committee has had 3 meetings so far for this initiative. In the most recent meeting the committee met with Mike Manzella of Transportation. It was suggested that we start at the local level and meet with Tom Ritter, (DOT) Director of external affairs, and Freeholder Tom Arnone. Mike is going to reach out to set up a meeting in July.

Additional info: The dual initiative is to have electrified trains from Long Branch to AP. There is a group of Mayors who are advocating for direct train service of electrified trains. This is what will be discussed with officials in the next meeting.

Suggestions: Speak to Senator Vin Gopal. This will be done eventually. Currently the committee is working with external affairs at the local level to get to know the people who are responsible for where the money goes.

Supportive data: The committee is in the process of collecting supportive data from various resources to bring to the meeting which would support this initiative. *Monmouth University has data on Regional Tourism - Karen S.

3. **Plastic Bag Ban Discussion** - Amy Quinn

Objective: The ban on plastic bags will be taking effect January 1st, 2020 and will be an opportunity for the business committee to help prepare local businesses in making the transition with community outreach. A mailing will go to the City's Mercantile list.

Overview: There will be a fee on paper bags unless a shopper is paying with food stamps. The cost is .10c - .25c per bag. There is a push for cloth bags. Ban will include food trucks at festivals as well, even if they are not from Asbury Park. City is (suggesting) that the money collected from the bags go to local environmental groups.

Outcome: 1. A survey was conducted by Juice Basin recently asking their customers if they would pay for more efficient reusable bags; most women responded, "Yes." Most men responded, "raise the price and include in the cost of the product." 2. A suggestion was made to purchase cooperatively in bulk for the business community, (perhaps something the Bus. Committee would oversee).

4. **New Business** - Sonia Spina

Business Brochure/Resource Guide: The Business brochure has been updated, it will be redesigned and posted on the City Website. Sonia will also be creating a business resources guide in PDF format and placed on the City website for existing businesses to answer questions about business protocol: "Where do you go for...?" As well as info on compost waste for restaurants.

Business Directory: There is a new 'business directory' on the City website. Businesses should go onto the site and make sure they are on it and their info is correct.

5. **Public Portion** - Kathy Kelly / Amy Quinn

A suggestion was made for allowing businesses to create portable Kiosks around town that would provide information to people about events going on around town. "Create old school marketing that would be in honor of Joe Hartford." Will talk to Mike Manzella about logistics.

Local artist working on a project that involves plastic bags. There is a call for plastic bags to the business community. Title of the art is called “Opulence” It will be a chandelier made out of plastic bags and the more bags involved the larger the piece. For more info contact Jenn Hampton, (Chair of the Art Committee).

ACTION ITEMS

1. Sonia will send an email to everyone on the business committee asking for feedback (thoughts/suggestions) on the “Asbury Essentials” event.
2. Kathy will send an email out to the committee about the next meeting and ask if they want to skip both July and August, reconvening in September.

Meeting Adjourned @ 11:03 am (Notes taken by Phyllis Maffucci)

Next Meeting Date - TBD