

# BUSINESS COMMITTEE 2019

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16 October 2019 / 10:00 AM / City Manager's Conference Room

## ATTENDEES

Bianca Freda (Co-Chair), Kathy Kelly (Co-chair), Amy Quinn (Deputy Mayor), Reggie Flimlin, Jenn Hampton, Adam Nelson, Marilyn Schlosbach, Jackie Sharpe, Sylvia Sylvia-Coffi, Sonia Spina

ABSENT: Isaac Jones, Larry Dembrun, Russell Lewis, Austin Leopold, Phyllis Maffucci

GUESTS: Jamie Soto, Danielle Boglivi-Fiori, Chris Zotorski, Robin Elliott-Preston

## AGENDA

**September minutes approved.**

### 1. Halloween / November Happenings:

Send events to "What's Happening in Asbury Park" newsletter (send 2 weeks before your event to [events@cityofasburypark](mailto:events@cityofasburypark) in order to get it into the email.)

Also send to AP Business committee Instagram account @APBiz so they can repost the message.

Kathy – This will help to amplify each other's messages.

### **Holiday events:**

Kathy- Sweet Dani B and Paranormal will be hosting a gingerbread decorating contest on Dec 6th  
Details to follow

Krampus- Kathy will send out details

Paranormal will be offering a holiday concierge service to allow shoppers to leave their packages at her shop and return up to midnight to pick them up. They can also have them gift wrapped.

How can we utilize park next to Cross and Orange to help combat the loss of holiday traffic due to the bazaars?

Some ideas presented were holiday bazaar in transportation center, set up Santa and table at Kennedy park, offer trolley service from bazaars to help bring people downtown.

We agreed that at this point it was too late to set up our own market/bazaar so we will pursue the trolley service and coordinate with the local bazaar.

Plan is to get a map made of all downtown businesses and have a representative at each market to help spread the word about the other things AP offers.

Bianca will reach out to Trolley service and get more info.

Dani will reach out to Jenn Chavez and find out more about the bazaar.  
Adam suggested incorporating technology and visuals into our presentation at the markets.

Sonia will reach out to APTV: Update – Sonia has reached out to APTV, they don't have b-roll currently, but can film footage for this.

Issues with Biergarten and Oktoberfest were brought up. Since Jen is not there, issues have been more prevalent.

Santacon is now 2nd sat of December. People are upset with how Santacon operates as an event that serves liquor but sells tickets beforehand.

Amy- A letter to businesses serving alcohol for Santacon went out and they will crack down on people who over serve.

Sonia- free parking is planned – Saturdays from Thanksgiving to Christmas 9am to 6pm, as well as Veterans Day, Thanksgiving Day, Christmas Day, New Years Day

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## **2. Sub-Committee Report - Pie in the sky update:**

Regina hasn't heard back from Freeholder Arnone. 23 mins have been shaved off the Raritan line and Russell is still waiting to hear back from Mr Arnone. They are continuing to pursue this, so they don't lose the annual budget to facilitate improvements to the Jersey Shore line.

## **3. Sub-Committee Report - Boots on the ground:**

Marilyn wants to host an event to give back to the Bahamas. We all agreed that it would be better to coordinate the market she has at Langosta on Mon 12/23 and the above donation-based event. She wants all the businesses and the city to get involved.

She asked to have the info regarding the Diva brunch shared on the APbiz insta.

## **4. Public Portion:**

The new manager of the Culinary education center was present, (Jamie Soto) and offered to host a breakfast there. He really needs help to spread the word about what they offer. They are looking to increase enrollment and also awareness that they serve food and are open to the public. No alcohol is allowed.

Regina- Public transportation for SHN was a failure and she heard many complaints, but would not disclose who they were from. Safety issue at transportation center due to doors not being locked and homeless people staying there past when the doors are normally locked. Train schedule was not adjusted in long branch so many were stuck there for over an hour.

The November meeting has been moved up one week to accommodate schedules.

**Next Meeting Date November 13<sup>th</sup>, 2019 @ 10 am.**

Meeting adjourned 11:10 am

Minutes taken by Bianca Freda