

Economic Development Committee
Meeting Minutes
June 24, 2022 at 9:00AM

Attendees: Brian Kraut, Chris Wang, Jim Mulcahy, Manny Cuoto, Cherri Pertesis

1. Old Business:

a. Strategic plan discussion:

- EDC Outreach; landlord list (3 major ones so far with contact information) – want to get their feedback on economic development; Businesses (mostly connected through BHBC); some towns have police keep emergency contact numbers for businesses – not sure if that would be sharable; town does a monthly newsletter but EDC hasn't submitted anything yet
- BH Promotional Plan – Brett has a lot of audio and video ready; he will work on a draft for viewing in the next couple of weeks; need a distribution plan (print/media/news outlets/Tapinto/BHBC); John Elliott was in New Providence recently – Chris will reach out to Linda (Linda's Creative Gifts) and Craig (Bagel Café) to see how that was setup and if we can get them to come to Berkeley Heights; case studies (Brian has assigned people to different businesses)
- Township website – Liza wants to put something on the website as she is getting inbound calls on movie/film productions because of Gov. Murphy tax credits
- 2023 Strategic Planning – should review current plan and see if it needs to be refreshed

b. Economic Development Impact Evaluation Items:

- Would be nice to have a map to show all the potential changes coming with Sherman Avenue Concept (years away)/Passaic River Park/Lower Columbia

c. Housekeeping:

- EDC ordinance amendment required / EDC Roster evaluation – would be good to have a Summit Health person on the EDC; Manny suggested having someone from BOE on EDC

2. Adjourned

Next Meeting: **Friday, July 22nd at 9AM**

Location: **Dogwood Conference Room, BH Municipal Complex**