

Upper Mount Bethel Economic Development Committee Monthly Meeting

February 28th, 2021 Minutes

Attendees: S. Cole, T. Hayward, W. Hall, M. Kulicke, G. Deen, A. Defranco, M. Brown

Guest: None

1. Reorganization of the UMBEDC. Scott stepped down as committee Chairman. A motion was made by Bill Hall for Scott Cole to be elected as ...EDC chairman 5 votes carried and he was elected as...chairman for 2021... A motion was made by Scott Cole for William Hall for election to the position as Vice Chairman. 5 votes carried and he was elected as Vice Chairman. A motion was made by Scott Cole to elect Mitch Brown as EDC recording Secretary. 5 votes carried and he was elected as Secretary.
2. Reviewed Jan meeting minutes. A motion was made by Scott Cole to accept the January minutes with minor modification. Motion was made by Tiffany Hayward, seconded by Michael Kulicke. 5 votes carried to accept January meeting minutes.
3. A) Topic discussion and review of the UMBT business directory assignments for calling local business. Reviewed next steps for updating new and deleting old businesses currently listed. Discussion around clarifying businesses categories for the community. New list will be created and resent to members to call and classify. Large majority had been contacted and confirm in the past. Agreement reached to add notes to the list after contacting business. Intent is to store final revised list on the Township website as a community friendly business directory.

B) Agreement reached for the board to interact personally with the business leaders and get feedback on what we can do better than in the past. Reviewed ideas for helping and marketing local business. Ideas discussed on how to develop meet and greets for future meetings to help generate new business in the community and within the Slate belt organization members.

C) Branding of the UMBT image within the Slate belt area. Ideas discussed around each of the members being the liaison to other local townships business for growth and participation for community events. Ideas discussed around an integrated view of UMBT in the travel and tourism segment growth. -Reviewed a couple slogans and tag lines. -Comments made about limited eateries and lodging for visitors. -Idea suggested joining Scenic Wild Delaware River.com for expanding local offering. – Idea to add link to our website. -Comment made about future growth currently underway at Riverpointe will bring additional local revenue from future business there. -Question posed regarding social media for events and business growth. Digital media suggested in conjunction with to print to reach wider generations.

D) Topic group discussion of the Neighborhood Improvement Development (NID). Review of what it is and what it means to the Township. More specific details are posted on our UMBT website. BoS Defranco gave an overview of what it means and the location in question for this

RESTRICTED

proposed funding solution for the township services and improvements which is only discussed for the location of the new Riverpointe location. The NID would develop its own committee/board as a non-profit with revenue coming to the township to oversee this development. -Question asked how the zone is developed and how it expand. BoS Defranco answered it up to the commercial property owners. Several reference of existing NIDs were reviewed in other areas. -S.Cole gave a high level overview based on his understanding from an article he found on patch.com referencing how Easton used a NID with several questions following on how the funds will be managed and disbursed. Riverpointe business owners are proposing this idea to the township for their future needs of services.

A Request to recap on the lawsuit was asked. BoS representative Defranco provided a brief overview of a pending lawsuit against UMBT related to the recent passage of a text amendment for the RPL development site along River Road regarding Riverpointe Logistics on River Road development site – Waiting for the Judge to rule on whether the suit warrants moving forward.

4 Public Comment:

No Public comment was received.

Motion received to adjourn.