

## **Upper Mount Bethel Township Economic Development Committee Monthly Meeting - October 2024**

### **Part 1:**

Meeting called to order at 7:05pm

Pledge of Allegiance

Attendees: Scott, Bill, Anthony, Ray, Geoff and Jonathan

### **Part 2: EDC Administration**

Approval of agenda - Bill made a motion to approve, Ray seconded the motion, All in favor

Approval of August meeting minutes - postponed until next meeting

### **Part 3: Old Business**

Feedback from Sept meet & greet

The question was raised as to how we get more business owners involved and engaged in attending that quarterly meeting.

They liked that the Pektor's were in attendance and open to discussing issues.

Air Liquide and Lamtec are invited regularly and don't attend.

Idea to have Mount Bethel businesses who want to be in the brochure and who don't attend the quarterly meetings, should have to pay a fee to be included in the brochure.

Do we involve the Slate Belt Chamber of Commerce to engage additional businesses to attend the meetings?

Add the general business directory e-mails to Scott's e-mail list to be invited to the quarterly meetings even if it's a little bit outside of the Mount Bethel geography.

### **Part 4: New Business**

Middle Smithfield EDC meeting feedback

Review of their township newsletter and the EDC-specific content to ideate for future UMBT newsletters

Updated township brochure discussion to remove 2 closed businesses and include 4 new businesses.

Proposal for brochure graphic design updates in the amount of \$550 was voted on and passed.

Discussion around a holiday shopping program to drive customers to local businesses.

Discussion around throwing a 611 reopening party to raise awareness and drive traffic to local businesses.

Suggestion to look at the 512/611 corridor to zone commercial residential. Would allow for the start of a downtown area. First floor retail and second/third floor apartments/condos. Sewer limitations make the idea prohibitive.

### **Township website progress**

Website is being redone. Navigation is changing. Each committee will have an individual page. Adding images at the top of the page, cleaned up some imaging/formatting.

We can include a digital brochure if we would like it included. If we want content included on the page, then we need to send it to Stavos. Our preference would be to have a child site rather than only the parent site as the EDC would have control over the content and updates.

Set next year's quarterly meet & greet dates and stick to them.

EDC needs to send an e-mail to Cindy (township secretary) to make a development request to Stavros to create a child site for our committee.

Each EDC member will go out and look at examples of sites that we like in terms of layout and content. For the November 21st meeting, we will start looking at the layout and discuss further with Stavros.

### **Business directory**

Business directory next steps: updates are on hold until the new township website is live.

### **Other new business**

Mesh banners with advertising for the fields at Echo Lake. Stavros will send the e-mail with details and pricing to Scott by end of day tomorrow. EDC will reach out to the business directory to help sell the 36 banner spots on the fields.

Opportunity to also advertise on the 2 new softball fields going in at the UMBT Community Park.

## **Goal Setting for 2025**

Development of website for EDC child site.

QR code for inclusion in brochure, business cards, etc.

Inter-committee mindsharing and collaboration

Meeting adjourned at 8:37pm

