

## Bloomington Economic Development Commission (EDC) Meeting Minutes

**Meeting Date:** 12/17/2020

**Time:** 7:00pm

**Location:** Council Chambers

**Present:**

- John Graziano
- S. Nadia Hussain
- Mike Rudge
- Michele Reynolds
- Jennifer Ellis
- Elisa Kolenut
- Lisa Bendel

**Absent:**

- Anne Sundstrom
- Stephen Tomaskovic
- Suzanne Osborne

**Meeting Discussion:**

- Elisa Kolenut provided the Treasury report.
- Website proposal: Jen Ellis started asking contacts from the Planning Board and some building owners who had available retail space for rent. Lisa Bendel mentioned that the Tri-Borough Chamber of Commerce recently updated their website in which members were provided capabilities to update their own content. A proposal was made to provide this access to local businesses in Bloomington. A blog was also proposed to allow businesses to post and have an administrator to approve. The EDC learned that the Borough Clerk has taken over ownership of the website. After further discussion, the EDC decided that it is too difficult to link to available retail real estate on the website and that the current Borough website is very crowded. Thus, it was concluded that this proposal would not be further pursued at this time.
  - Jen Ellis proposed switching the platform from the Borough website to social media. The objective will be to create an advertisement for opening a business in Bloomington. It can be posted on our social media sites, with a permanent advertisement included on the EDC landing page. The EDC can pin and share with other town pages. To get this started, we need pictures and bullet points explaining the benefits of having a business in Bloomington. Michele Reynolds, Lisa Bendel, and Jen Ellis to work on a list and add some pictures for the advertisement.
- New business: The EDC discussed why there are no signs for Bloomington restaurants on the local high ways. Through research, it was discussed that you must contact the state Department of Transportation (DOT). They can direct you to any other advertising agencies that the DOT contracts with. Jen Ellis to reach out to the state DOT to find out more information.
- Ribbon cutting ceremonies: Mike Rudge to inquire if Tres Chic would like to a ceremony. The EDC had previously asked the owner to hold the ceremony on a Saturday after they close for the day, but had not received a commitment.
- Restaurant initiative: Elisa to e-mail the Borough Chief Financial Officer to find out more information for why The EDC cannot use funds to purchaser Visa gift cards for the initiative. Elisa Kolenut will reach back out to the Borough to discuss other options. Jen Ellis to create a marketing flyer for the restaurants. The EDC will decide on next steps once we hear back from

the Borough, but an initial plan was discussed. Any patron of Bloomingdale restaurants and food establishments who have had a card punched/stamped four times can submit their card and contact information to be included in a quarterly drawing. The winner(s) of the drawing will win a \$50 visa gift card. The EDC will provide all materials to the participating restaurants and distribute to the restaurants. There would be a minimum of \$10 per purchase per restaurant.