

# Bloomington Economic Development Commission (EDC) Meeting Minutes

**Meeting Date:** 02/25/2021

**Time:** 7:00pm

**Location:** Zoom Meeting

**Present:**

- John Graziano
- Elisa Kolenut
- Mike Rudge
- Michele Reynolds
- Jennifer Ellis
- Farah Sayyed
- Lisa Bendel
- Theresa Merino

**Absent:**

- Suzanne Osborne
- Dominic Catalano
- Steven Pardalis

**Meeting Discussion:**

- Welcome to New Member Farah Sayyed
- Treasurer Report
  - Budget has not been approved yet.
  - EDC is incurring expenses with restaurant initiative & main street banners.
- Main Street Banner Project
  - Work has resumed on this project. EDC will start selling banners to businesses soon after being halted due to COVID 19.
  - Confirmation on Borough ordinance regarding collecting money from businesses for banners was done in March 2020.
- Restaurant Initiative
  - Moving forward with hole punch idea for promo cards. John Graziano asked a couple business and they agreed a hole punch card would be better than returning receipts.
  - Program will be called "Taste of Bloomington".
  - Elisa Kolenut to print and laminate fliers for each restaurant, take-a-ways that will be in acrylic holders in restaurants & hole punches.
  - EDC will contact Roy Tutunjian to advertise.
  - EDC to finish asking all businesses if they would like to participate in program by Wednesday 3/3. John Graziano sent out the revised list of who is to visit each business.
  - Program is looking to be rolled out for 4/1/2021.
  - EDC to move forward with current program plan as a quarterly drawing where the patron receives a hole punch at the business for making a purchase. EDC to devise plan on how to handle food that is ordered via delivery and not in person.
    - 2<sup>nd</sup> QTR closes 6/30 – drawing to follow
    - 3<sup>rd</sup> QTR closes 9/30 – drawing to follow
    - 4<sup>th</sup> QTR closes 12/31 – drawing to follow

- Prizes (gift cards) are to be donated by Elisa Kolenut (Coldwell Banker), Jennifer Ellis (Home Sweet Homes) & Steve Pardalis (Bloomingdale Attorney)
- Ribbon Cutting Ceremonies
  - Successful ribbon cutting on 2/21 at Computers Inc. on Main Street
  - New Business *Jazzercise* to open in the former space of CKO in Riverside Square approx. 4/1. Ribbon cutting to follow once the owner confirms.
  - New Business *Brothers Auto Hunt* to open in April in the former Loreng's building
    - Ribbon Cutting TBD
  - A new tattoo parlor to open in Riverside Square
    - Ribbon Cutting TBD
  - New Business *Party Spot NJ* to open in former Wine and Décor space
    - Ribbon Cutting TBD
- Social Media
  - Jen Ellis and Theresa Merino keeping up with posting/reposting business and town information and advertisements.
- Highway Signs
  - Lisa Bendel confirmed that signs would be at exit 52/53 on Route 287, but the individual business would need to purchase the sign space annually. It cannot be grouped as "food, gas, etc."
  - EDC to create Facebook post to advertise the idea to businesses and provide contact information to them.