

Bloomington Economic Development Commission (EDC) Meeting Minutes

Meeting Date: 2/23/2023

Time: 7:00pm

Location: Zoom

Present:

- John Graziano
- Theresa Merino
- Michele Reynolds
- Liz Weinberg
- Jennifer Ellis
- Nadia Hussain
- Leanne Scaturro
- Lisa Bendel

Absent:

- Anne Sundstrom
- Tom Fox
- Elisa Kolenut

Meeting Discussion:

- January 2023 minutes approved
- Treasurer Report
 - Waiting for budget approval
- Cones With Cops – March 19, 2023 – 11am -1pm
 - Location: Mia's Ice Cream Shop – 78 Main Street
 - Ice Cream Sponsor: Rudge Automotive – 109 Main Street,
 - Bloomington Police Department, Town officials, Mia's Ice Cream, Rudge Automotive Bloomington EDC to be in attendance
 - The event is open to all. Free ice cream cones/cups will be given out
 - Social media promotion of event to happen from now until event – schedule of posts to be made by Theresa Merino
 - Liz Weinberg will reach out to Dr. Nicosia of Bloomington Public Schools to send an email out to the school community to promote
- Business Improvement District (BID)

- Members of the EDC asked questions about the possibility of implementing BID (like Pompton Lakes) for Bloomingdale businesses. John Graziano explained how Pompton Lakes BID works for reference:
 - BID requires an additional tax on top of property tax which is used for the BID Trust
 - BID Board is voted by the business owners & needs approval from the town council and mayor
 - Businesses can also ask for money from BID to make outdoor improvements to their storefronts
 - “BID Bucks” which is what the public can purchase to spend in town, is paid for by the BID Fund
 - Not all businesses accept BID Bucks - Businesses who do accept BID Bucks, then reach out to BID to be paid for the BID Bucks they received from patrons.
 - EDC discussed that this may not be a program that we could roll out right now in Bloomingdale, but would consider it for future discussion.
- Bloomingdale Celebration Day Planning – Sept. 23, 2023
 - New event name “Bloomingdale Celebration Day” has been adopted and approved by Town Council and will be used on all event marketing moving forward
 - Lisa Bendel is still working on vendors/crafters list
 - Save the Date has been posted on social media with a call to action for vendors for the event
 - Theresa Merino is following up on food vendors
 - Commission discussed the need for the entrance of Delazier Field to have a “fall” theme with plants, cornstalks, hay bales and other fall décor.
 - Leanne Scaturro confirmed that Liana Chetnik will make the fall themed photo op
 - Commission discussed the possibility of a hayride and maybe asking Glenwild Gardens if they would help with that
 - Liz Weinberg to reach out to Teachers Union about a dunk tank, as they were interested in having a booth at the event
 - Michele Reynolds to reach out for petting zoo pricing to Farm Chicks, who the commission used in 2022 and Jack’s Petting Zoo
 - Commission is recommending a meeting with town officials to discuss additional planning details
 - Theresa Merino reached out for banner pricing for Main Street and received preliminary pricing, but will need artwork to show vendor for a firm price
 - Michele Reynolds to work on banner art
- Main Street Banners
 - Nothing new to report
- Ribbon Cuttings
 - Nothing new to report