

**BOROUGH OF TUCKERTON
ECONOMIC DEVELOPMENT COMMITTEE
MINUTES: Tuesday – February 1, 2022**

The meeting was called to order by the Chairman Jon Miller at 7:02 PM. The Open Public Meeting Act statement was read by the Secretary. The Pledge of Allegiance was led by Chairman Jon Miller.

Roll Call:

	Danielle Corso	Renee Gioiello	Jon Miller	Rob Perotti
Present	X	X	X	X
Absent				

Also, In Attendance:

	Mayor Sue Marshall	Councilman Ron Peterson
Present	X	X
Absent		

Recording of Hours:

Danielle Corso - 8 Renee Gioiello – 6 Jon Miller – 8 Rob Perotti – 6

Approval of Minutes – January 4, 2022

Ms. Gioiello made a motion to approve the January 4, 2022 minutes. The motion was second by Mr. Perotti; all in favor, none opposed.

Old Business:

Chairman Jon Miller stated we have three (3) topics to discuss under old business; restaurant week, the Interact Club, and gift cards. Starting with the Interact Club, Mr. Miller asked Mayor Marshall if she had an opportunity to reach out to the school. Mayor Marshall responded that the school is definitely doing it. Mayor Marshall will make the contact with the school and pass the information on to Mr. Miller, and the committee will circle back to it next month. Next Mr. Miller turned to Ms. Corso to speak about her communication with Yiftee and gift cards. Ms. Corso stated she reached out to three (3) different multi-merchant providers with regard to a gift card program. For the most part it is a visa or master card. Hypothetically, you would purchase a card from Tuckerton Borough for a dollar amount such as \$200. The card is linked to the participating businesses, and it is utilized the same way as a credit card. There is no cost to the borough or the businesses but there is a nominal fee to the user. Ms. Corso mentioned she tentatively set a Yiftee presentation for next meeting at 7:15 PM. In addition, she spoke with a second company Factor Four. The representative wanted a conversation as to what the committee needed. Ms. Corso replied she wasn't sure what the committee needed, that this was an introductory call, she wanted information on what the company offered. She further requested communication with the committee, but he then refused to discuss with the group. The committee agreed that Factor Four would be too difficult to work with. Ms. Corso then stated she received a response from the third company, Swipe It. This company was similar scenario to Yiftee. Ms. Corso mentioned she didn't know if there would be time at the March meeting to do a back-to-back presentation of if another member has time a zoom call can be arranged. Ms. Corso will forward a

video from Yiftee to the committee members, it gives a quick synopsis of how it works. She stated it appears to be much easier than the committee thought it might be. Mr. Miller stated we will shelf that program until next month. Mr. Miller stated he had a productive talk with Andrea of The Sand Paper about Restaurant Week. Mr. Miller explained how this event worked. In 2019, the Committee wanted three (3) ads to run in The Sand Paper and The Leader. The Sand Paper figured the total cost of the publications and then it was divided into a cost for each ad according to size. The EDC obligated \$500 toward the publications. The balance after all the ads were paid was \$542.48. The Sand Paper removed the balance of the ads and the EDC's portion making this a net zero cost to the borough. He further mentioned Andrea stated she will not change the prices, and she also agreed to waive the EDC's fee again. So, this again would not cost the borough a dollar. Mr. Miller stated he wants to stress that is only open to Tuckerton businesses. A conversation occurred with regard to the businesses that participated in 2019 and the current businesses that may participate this year. Ms. Corso mentioned an additional way to raise funds might be to sell "booster size" along the bottom of the ad that might say after dining visit a local store or visit these fine retailers. The committee liked that idea. The committee discussed dates for restaurant week. It was decided restaurant week would be Saturday, April 23rd to Saturday, April 30th, 2022. The committee then talked about the utilizing the borough website.

New Business:

No new business.

Members Forum:

No members forum.

Open Public Forum

Ms. Corso made a motion to open public forum. The motion was second by Ms. Gioiello; all in favor, none opposed.

Mr. Pete Gioiello stated the reason he reached out was because we have the Tuckerton Beach Association (TBA), we have 700 homes down at the beach. They currently have slightly over 200 members, and they are trying to drive their membership. They are having a DJ in June at Green Street Park, a free concert in July and a free concert in August. Looking to try to provide some kind of a discount to members as an incentive to join their membership. He liked the idea of the card to use at establishments for a discount. Mr. Miller stated that the EDC can not make offers for some residents and not all. Mr. Miller stated if the TBA is looking to do something similar to what the EDC is doing with a card, he would be happy to share that information such as contacts with Mr. Gioiello. It also stated that he would suggest the TBA have a volunteer that goes out to all of the businesses and see who may want to participate. Mr. Gioiello thanked the committee for their guidance. Mr. Miller thanked Mr. Gioiello for attending.

Close Public Forum

Mr. Perotti made a motion to close public forum. The motion was second by Ms. Gioiello; all in favor, none opposed.

Approval Payment for Secretary Services

Roll Call:

MOTION	SECOND	NAME	YEAS	NAYS	ABSTAIN	ABSENT
X		Danielle Corso	X			
	X	Renee Gioiello	X			
		Jon Miller	X			
		Rob Perotti	X			

Adjournment – 7:50 PM

Mr. Perotti made a motion to adjourn. The motion was second by Ms. Corso; all in favor, none opposed.

Respectfully submitted:
April D. Elley, EDC Secretary