

BOROUGH OF TUCKERTON
ECONOMIC DEVELOPMENT COMMITTEE
MINUTES: Tuesday – April 2, 2019

The meeting was called to order by Vice Chair Nedean Miller at 7:05 PM. The Open Public Meeting Act statement was read by the Secretary. The Pledge of Allegiance was led by Vice Chair Nedean Maddox.

Roll Call - Secretary

	Jon Miller	Nedean Maddox	Rob Perotti	Tim Hart
Present	X*	X	X	X**
Absent				

* Present by telephone

* Left Meeting at 7:30 PM

** Arrived at 7:08 PM

Also In Attendance:

	Mayor Sue Marshall	Councilman Ron Peterson
Present	X	X
Absent		

Approval of Minutes (Motion and Second) – Vice Chair

- a. February 5, 2019
- b. March 5, 2019 Meeting Canceled due to no quorum.

Roll Call (February 5, 2019 minutes) – Secretary

MOTION	SECOND	NAME	YEAS	NAYS	ABSTAIN	ABSENT
X		Jon Miller	X			
		Nedean Maddox	X			
	X	Rob Perotti	X			
		Tim Hart				X

Old Business – Vice Chair Maddox stated that at the last meeting we talked about Mr. Hart going to the Chamber meeting and that we had also pledged \$5,000 to the Seaport, Beach Haven was giving \$10,000 and Mr. Hart gave a recap of that meeting as well. That was all for old business.

New Business – Vice Chair Maddox then spoke of Restaurant Week. Ms. Maddox asked Mr. Miller if he had any updates. Mr. Miller stated that he and Doreen Cramer have been working together and have received 100% participation with all of the restaurants with the exception of Mickey’s. He also stated he had an interview with Pat Johnson of The Sandpaper, and she is going to do an article on Restaurant Week for us. He also had a phone conversation with Kate Krier from the Southern Ocean Chamber of Commerce and he stated that they would also cross promote it for us and that they are willing to help any way possible, including possibly may be

interested in sponsoring it, although Mr. Miller stated he wasn't sure if that was something the committee wanted to explore. The Dockside has a premium, they took a full page ad. The Dockside is also putting their own ad in the paper promoting Restaurant Week.

Public Forum - Vice Chair Maddox opened the meeting up to the public. Doreen Cramer stated she is working on the ad. It is going to appear in The Tuckerton Leader this Friday, April 5th. It will be in The Sandpaper on April 17th and the 24th. It's a ¾ page ad, all ads include color. The participating advertisers so far are Dockside Café, Kosta's Grill, The Grapevine, Panini Bay, Tuckerton Beach Grille, Lady Magpie's Tea, Asian Wok, Dynasty Diner and she just received Stewarts. She stated she had received an email from Mickey's saying they are not participating. The only two restaurants she hasn't heard back yet are Union Market and Doyle's. She is going to continue trying to reach those two. Doreen then stated as far as money goes, the ads are non-profit rate which is the best rate, the three ads combined would be \$2,092.48. So far with advertising we've collected \$1,450. That's a difference of \$642.48. At the last meeting she was told she would possibly get \$500 from the EDC (Economic Development Committee) towards the ad, so that would leave a balance of \$142.48 which if she doesn't sell another ad, she will just take care of that. That's where we stand right now. She further stated if she doesn't get anyone other now the business can still jump on for the other two ads. Mr. Miller stated he spoke with Peter at Doyle's and they are very interested and he will follow up tomorrow. Ms. Cramer stated that Andrea Driscoll the rep is going to try to stop at the Union Market tomorrow morning. Mr. Miller stated then if we get them, that's another \$200 and we put the EDC's contribution at under \$500 that will close the gap and then Doreen you stated you will take care of that. Mr. Miller mentioned although we spoke of possibly doing a second Restaurant Week in the fall, maybe do a Founders Day instead that way we could promote all businesses in the borough. Not saying it should be called Founders Day it was just a title we could use. Mr. Miller stated he is very proud of the way the committee and all pulled this together. In addition Mr. Miller mentioned during his interview with Pat Johnson she would put a line in that the EDC is actively looking for new members.

Vice Chair Maddox stated she had a recap on the Ferry meeting. She did not attend but the Mayor did. Ms. Maddox stated it is reported that all of the funding is in for the sailing starting from July 4th through Labor Day weekend plus the Chowderfest weekend. So we are set for the funding for that. It is also going to be used for the school trips and group Eco tours and historical tours marked with a federal transportation authorization grant is available and they are submitting in April so we won't know anything about that yet. They are hoping to pay for more equipment in facilities for that. Mr. Hart stated it is for a second boat but somebody needed to become a partner and needed to come up with another \$40,000. The next boat would be like \$180,000. The federal grant is very generous but is only 80% or 90% grant so someone would have to come up with the other amount of money and I don't think they were able to find anybody to do that. Ms. Maddox said the marketing is being done. It is in the Cape May papers on the printout they have of the ferry. It also has its own website at lbiferry.com. You can go online make your reservations for the ferry. Mr. Hart explained it is his understanding that the trip is always free but if you want a reservation its \$5 each way. Everyone is free including children but the reservation is \$5 for each person, each way. Mr. Hart clarified that the funding is in place for three days a week, so they are still trying to raise money for five days a week. They also need to confront the issue of paying for the boat. Councilman Peterson asked Mr. Hart if they looked into boating safety courses, that would raise extra money. Mr. Hart replied there are lots of possibilities but we need to get the boat, it was away for awhile, so he doesn't know. It was suppose to be in the water this weekend so they could start the trips up. There are a lot of ideas out there. They are talking with the County Parks about possible using the boat for their programs. They would like to have the boat active every day. Obviously the ferry is the first

priority. At 7:30 PM Mr. Miller stated he was leaving the meeting.

Members Forum – Vice Chair Maddox stated there is an economic seminar on supporting our marina's or what the tourist impact would be for the community and the ratables. It's all day on May 16th and it actually goes through all the impacts the marina's have on their towns. It actually crosses over with the waterway's and the economics. A discussion occurred as to how many marina's are in town.

Recording of Hours (two months since there wasn't a March meeting):

Jon Miller – 16 Nedean Maddox – 14 Rob Perotti – 12 Tim Hart – 4

Approval of Secretary Services:

Roll Call: Secretary

MOTION	SECOND	NAME	YEAS	NAYS	ABSTAIN	ABSENT
		Jon Miller				X
		Nedean Maddox	X			
X		Rob Perotti	X			
	X	Tim Hart	X			

Adjournment – Vice Chair at 7:42 PM

Motion by Mr. Perotti, second by Mr. Hart, all in favor.

Respectfully submitted:

April D. Elley, EDC Secretary