



Raritan Economic Development Committee

April 19, 2022 Meeting Minutes

This meeting of the Economic Development Committee was called to order at 7:10 pm by Carey Marago on April 19, 2022.

Ms. Marago announced that this meeting was called pursuant to the Open Public Meetings Act. Adequate notice was communicated to the Borough Clerk, local paper and social media.

ROLL CALL

Present: Sherri Strauss, John Murphy, Carey Marago
Late/Arrived at 7:25pm : Mike Strauss

FLAG SALUTE

Carey led the flag salute and all members participated

February Minute Approval - John motioned to approve, Sherri second. Motion passed.

Agenda Items:

- **OLD BUSINESS**
 - **Discovering Raritan** - July 30 confirmed. Waiting on Budget approval. Carey has started booking. Booked Bubble Show 4:30-6:30 pm. In the process of booking a gaming truck. Called for food trucks today. Waiting to hear who is interested then we will make a decision on which ones. 6 trucks requested. Will distribute food trucks throughout the layout of the event.
 - **Website update** - Have not been able to get the domain back despite it being paid for, etc. We need a website to conduct business, so Carey has proposed starting a new one to use and will continue to try to get our old domain back. Suggested "www.discoverraritan.com" John motioned, Sherri Second, Motion passed.
 - **Bike Rack Update** - Project is paused for now. Ridewise to poll the community as to where to put them and will pick it up in the future.

- **NEW BUSINESS:**
 - **March Minute Approval** - John motioned to approve, Sherri second. Motion passed.
 - **Monthly Newsletter** - Send out to business with tips and information. Saw on Mainstreet.org, tips to attract business, links on where to buy things, window decorations, grants, etc. Send out via emails that have been provided by town businesses.

- **New Businesses in Town** - There is a new hair salon on Thompson. Another new business on Thompson as well. Will reach out to discuss ribbon cutting ceremonies.
 - **Discovering Raritan** - Sherri will order all the new advertising for posters for store windows, flyers for business counters, sandwich boards and yard signs. Carey to get pdf designs for me to forward to the printer. Will also check with the printer about banners.
- **New Ideas**
 - **Farmer's Market** - location, down by the river and have a schedule for several months on Saturday or Sunday mornings
 - **Bike Nights** - pick a night and encourage business to stay open later, etc
 - **Music Nights** - acoustic night on sidewalks
 - **Engage businesses** to have meetings with the committee about what \
 - **Tri-Fold Brochures** - almost complete. Will have for the next meeting to review and approve.
 - **Planters on Main Street** - Carey to have an estimate at the next meeting for new planters and flowers and will discuss with DPW how to repurpose old ones. Who to maintain them.
 - **Windows of empty buildings** - seek approval from owners to decorate windows while they are vacant to help bring beautification to the town.
- **PUBLIC COMMENTS** -

Brittany Eriksson, 1 LaGrange - is there a way to elevate the needs that exist in the community. There is a high need to support the entire community, ie: food and nutrition. For example, community Garden, farmers market. Transportation is needed, for instance a rickshaw or bike lane from Somerville to Raritan. Suggested a runner's club.

Sam Timms, 1 LaGrange - moved here in August, 2020. How to connect the stakeholders to economic improvement, ie: vacant buildings. There needs to be a connectivity for new business owners to bring business plans to landlords to fill empty buildings for a long term. If a business uses the information provided in a monthly newsletter, is there a way for them to share that information with other business owners.
- **NEXT MEETING: May 17, 2022 at 7pm Location Borough Hall.**
 - **ADJOURNMENT** - At 9:09 pm a motion to adjourn was made by Carey, John Second, The motion passed.