



Raritan Economic Development Committee

Meeting Minutes December 20, 2022

This meeting of the Economic Development Committee was called to order at 7:04 pm by Carey Marago on December 20, 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 meeting.

- **MEMBER ROLL CALL**

Present - Sherri Strauss, Mike Strauss, John Murphy, Fabiana LoPiccolo-Stewart, Carey Marago

- **FLAG SALUTE**

- **OLD BUSINESS**

- **NEW BUSINESS:**

- A. November Minute Approval - John motioned to approve, Fabiana, second, minutes approved
- B. Planning for 2023
 - a. Meeting with Jessica - Somerset County Economic Development - brainstorming session.
 - b. Downtown NJ (informational portal for towns, grant options, webinars, resources that committee and businesses can benefit from)
 - c. Somerset County Business Alliance to help support the needs of our committee going forward
 - d. Evaluate how to market Raritan to bring more businesses to town
 - e. Outdoor spaces for events - ie: Farmer's Markets
 - f. Restaurant Week - Theme -Around the World
 - g. Winter - Ornaments to hang around town - have customers obtain them from participating businesses - make at home - ie: snowflakes
 - h. Summer - Raritan Harley Davidson Show - Bike Nights - invite businesses to participate or Musikfest
 - i. Holidays - Shopping district -pick a time frame, pop up/drop down/sheds - boutique/gift type products to help bring in shopping for town businesses

- j. Octoberfest Crawl - map with participating restaurants, car service, restaurant drink/food specials
- C. Tourism Ideas/ Somerset St improvements
 - a. Continued conversations with County Economic Development
 - b. Continue planters, changing out flowers/plants seasonally Parklets - small seating areas placed throughout town - discuss with Somerset County about streetscape grants.
- D. New meeting time/date - Change of meetings in 2023 to 2nd Tuesday of the month, Mike motioned, Fabiana second, motion passed
- E. New Ideas
 - a. Pet Friendly dining day
 - b. Exercise with your pet
 - c. Continue with Pet Mayor in 2023
 - d. Create a unique Raritan cocktail and market it during restaurant week - have patrons vote on the best one and it will become the cocktail of Raritan.
 - e. Quarterly newsletter for businesses
 - f. Website Edits

- **PUBLIC COMMENTS** At this point we welcome public comments from any member of the public. To help facilitate an orderly meeting and permit opportunity for anyone who wishes to be heard, speakers are asked to limit their comments to five minutes.
No public attendance

NEXT MEETING: January 10, 2023 @ 7 pm Location Borough Hall.

- **ADJOURNMENT** - Sherri motioned to adjourn meeting at 8:21 Mike second, motion passed