

Lower Makefield Township
Economic Development Committee
Meeting Minutes
March 9, 2009

Present: Greg Caiola, Supervisor Liaison
Margaret Fine Levy, Member

Cindy Osofsky, Member
Robert Smith, Member

The regularly scheduled meeting of the Economic Development Committee of Lower Makefield Township was called to order at 7:45PM.

Meet and Greet – The February 17 meet and greet was deemed to be a great success. There were twice as many attendees as expected, and diverse businesses. Attendees networked, shared ideas and stayed until the end. Greg has written a thank you letter to Jim McCaffrey and will leave it at the Township building to be signed by EDC members. Greg will send a personal thank you note to Clark Shuster of the LBCC.

Bob suggested that we should hold these events quarterly and consider having them in different locations. Terry Fedorchak has the list of attendees. Cindy suggested e-mailing each of them and including a link to a survey, getting their input for future meet and greets. Meg suggested that it might be helpful to have some of the events specific to a particular business. It was decided that a letter would be sent, within the next two weeks, thanking the attendees for participating and asking them to complete a survey made up of the following questions:

- Would you be interested in having regular meet and greets (give them the option of checking off quarterly or semi-annually);
- Would you prefer the meet and greets to be diverse or for your specific business only;
- What info would you find valuable;
- What did you find most helpful about the February 17 meet and greet.

Bob volunteered to draft the letter and survey and send it out to the EDC when complete.

Map Project – The map project is underway. Letters have gone out to 1,000 businesses in the LMT area. Cindy asked where the names are coming from. Bob said they are from a generally available list. Meg will try to find the list.

Discussion followed on additional ways of supporting LMT businesses. Meg suggested a Lower Makefield Township restaurant week. Bob would like to do something for the restaurants, as long as all are included, perhaps put together a restaurant guide or a listing on the cable channel and website. Bob presented a Jersey City EDC brochure and suggested that it may have had only one sponsor who covered all of the costs; he feels there are simple, inexpensive steps the EDC can take to do things like that. He mentioned that the Philadelphia EDC and travel bureau invited Philly legislators on an outing that included the Flower Show. Meg suggested putting together a professional directory. Bob said the CPAs in the Township deserve as much support as the restaurants but are harder to find. Cindy suggested that we put a notice on the web site and cable channel, letting residents know that the EDC is putting together a list of professionals and asking interested parties to respond.

Cindy asked if the EDC mission is to bring more businesses in to LMT or to bring more customers to businesses currently in LMT. Greg thinks we need to show that LMT is a stable environment for businesses. Bob suggested that the EDC needs to focus on the part that businesses play in quality of life in LMT. He feels that Edgewood Village is the last big piece of the puzzle; Meg said EV will make Lower Makefield more of a destination.

The next meeting of the Economic Development Committee will be held at 7:30PM on Monday, April 13, 2009, at the LMT municipal building. It was agreed that the first item on the agenda will be a discussion of what should be on the web site for EDC.

The meeting adjourned at 8:30PM.

Respectfully submitted,

Jeanne Bray, Recording Secretary