

Phillipsburg Urban Enterprise Zone
Minutes of Meeting – December 18, 2017

The meeting was called to order at 6:11 pm by Chairperson Meissner. In attendance were Helene Meissner, Keith Zwicker, Mayor Ellis, Dorothy Kays and Gayle Rogers. Also in attendance was Pat Dragotta from the UEZ office.

Minutes of the October 23, 2017 meeting were approved. Mayor Ellis made the motion. Dottie Kayes seconded. All were in favor. (No meeting was held in November).

Old Business:

- Mayor Ellis and Pat Dragotta updated us on the Union Square Lighting Project. We are looking to install columnar lighting on four buildings and rope lighting on the railings. We have one quote for \$21,000. They are still looking into all our options.
- DVD Sales – so far we have raised over \$2,200 from the sale of DVD's about Phillipsburg

New Business:

- Our first presenter was Carole Diee from SoMa. Carol presented a proposal for lighting on her building that is very much in line with what we want to do throughout town. She presented us with quotes but also agreed that she would be happy to consult with our contact from JGSC Group to see if working through them could get a better price.
- Our next presenters were Lauren Spence and Laurie Nelson from the Chamber of Commerce. We have contributed to the Chamber for a number of years for their assistance with running town events. They have access to resources that we would not be able to afford otherwise. They presented an updated proposal for 2018-2020 including new events such as Pork Roll Palooza.
- Pat Dragotta presented a list of meeting dates for 2018. However, upon closer examination it was determined that some of the dates needed to be changed because of holidays. A revised list will be presented at the next meeting.
- Mayor Ellis informed us that a company named Northern Bridge Construction has purchased the former Ingersoll tract from Opus. He anticipates that work will begin soon and will go more quickly than originally thought.

The meeting was adjourned at 7:15 pm and a motion was made to enter into Executive Session.

Executive Session was called to order at 7:18 pm:

Keith Zwicker made a motion to approve the Chamber request of \$35,000 for a two year contract. Gayle Rogers seconded. All were in favor. It should be noted that all were in agreement that, without the help of these ladies from the Chamber, we (the UEZ) would not be able to carry out any of the proposed projects by ourselves.

Mayor Ellis made a motion that we approve up to \$3,000 for SoMa's lighting project. Dottie Kays seconded the motion. All were in favor.

Executive Session was adjourned at 7:25 pm.

	Current Balance	Outstanding Checks	Balance Minus Checks	Savings Account
	\$112,847.68			
Grant		\$35,000.00		
Cofc membership		\$299.00		
Chamber Invoice		\$17,500.00		
Total		\$52,799.00		

\$60,048.68

\$102,535.07

Number	Street	Owner	Block	Lot	Address	Town			Tax
68	Main Street	Phillipsburg Riverview Organization	917	4	PO Box 291	Phillipsburg, NJ 08865	Mike King	908-689-6693	
87	Main Street	Amanda Cassara	913	2	87 South Main Street	Phillipsburg, NJ 08865	Amanda Cassara	908-283-0739	5131.13
88	Main Street	Front Street P'burg LLC Lederman	917	9	49A Main Street	New Egypt, NJ 08533		857-205-3586	9676.96
90	Main Street	Front Street P'burg LLC Lederman	917	9	49A Main Street	New Egypt, NJ 08533		857-205-3586	
98	Main Street	Danette Sekerak	971	11	102 South Main Street	Phillipsburg, NJ 08865			
99	Main Street	Tim Driscoll	916	1	PO Box	Macungie, Pa 18062		908-894-0335	
118	Main Street	Eva Farhat	917	17	118 South Main Street	Phillipsburg, NJ 08865			
120	Main Street	The North Bergen Group LLC	917	18	770 River Road	Edgewater, NJ 08805	Joe Paranee	610-691-7106	
140	Main Street	South Main Street LLC	919	1	224 Stockton Street	Phillipsburg, NJ 08865			14624.7
141	Main Street	Donato Capozza	916	9	8 Elm Street	Lake Hiawatha, NJ 07034		201-739-0650	9111.17
143	Main Street	Donato Capozza	916	9	8 Elm Street	Lake Hiawatha, NJ 07034		201-739-0650	9111.17
153	Main Street	Scott G Kindred	916	13	93 East Somerset Street	Raritan, NJ 08869			
154	Main Street	Sal Cassar	919	4	135 South Main Street	Phillipsburg, NJ 08865		908-454-1444	7601.1
156	Main Street	Life Choices Inc	919	5	156-158 South Main Street	Phillipsburg, NJ 08865	Joan Fasanello	90-454-2044 x#4	
157	Main Street	AOM Inc. c/o Steven Brigham	916	14	1 Alpha Ave Suite 20	Voorhees, NJ 08043		800-226-7846	
158	Main Street	Life Choices Inc	919	5	156-158 South Main Street	Phillipsburg, NJ 08865	Joan Fasanello	90-454-2044 x#4	
160	Main Street	Oacar & Nancy Morera	916	14	11 Thomas Steward Way	Stewartsville, NJ 08886	Oscar Morera	908-213-9688	4499.01
163	Main Street	Abedin Enterprises I LLC	916	24	11 Derwent Drive	Princeton NJ 08540		908-454-1717 or 609-751-0620	9325.78
165	Main Street	Abedin Enterprises I LLC	916	24	11 Derwent Drive	Princeton NJ 08540		908-454-1717 or 609-751-0620	9325.78
166	Main Street	Vast Management	919	7	8 Trubek Road	Annandale NJ 08801	Cheerre Langa Manger		9673.06

December 2017

***Event Management Renewal
Proposal to the Town of Phillipsburg and the
Phillipsburg Urban Enterprise Zone***

Objective: To renew the contractual agreement with the Town of Phillipsburg and the Phillipsburg Urban Enterprise Zone to continue to plan and organize community events in downtown Phillipsburg. The overall goal is to continue to create enthusiasm, energy, increased pedestrian traffic, increased merchant participation, and to promote community development in order to foster an environment for economic development.

Rationale: Special events, festivals, celebrations, and grand openings are integral to community development because they cultivate enthusiasm, create positive images of the region, improve self-image, and enhance pedestrian traffic. The special events and activities listed below create a more attractive downtown district for residents and visitors alike. They also support existing businesses and facilitate the attraction of new businesses resulting in positive economic and community development.

The Phillipsburg Area Chamber of Commerce (PACC), a part of the Greater Lehigh Valley Chamber of Commerce (GLVCC), proposes, for the sum of \$35,000 for the period of 24 months beginning on the date of the signing of a contract, to develop, promote and manage downtown events in the Town of Phillipsburg.

The program will be a partnership encompassing the Greater Lehigh Valley Chamber of Commerce, the Greater Lehigh Valley Chamber of Commerce Foundation, the Town of Phillipsburg, the Phillipsburg UEZ and the Phillipsburg Downtown Association. The focus will be on the downtown revitalization of the Town of Phillipsburg.

1. PACC will work with the Town of Phillipsburg, the UEZ, and the Phillipsburg Downtown Association to assess existing events, to add new ones if appropriate, and to manage the agreed upon events.

These programs would include, but not be limited to:

- Ole Towne Festival
- Music in the Park/Summer Concert Series
- Pork Roll Palooza
- Phillipsburg Easton Halloween Parade
- Phillipsburg Tree Lighting & Visit with Santa
- Phillipsburg Farmers Market Days and Free Fitness Classes
- Phillipsburg Pride Cleanup Day
- Phillipsburg Railroad Day
- Derriere on the Delaware
- Cash Mobs

12. The Chamber will encourage regional and cooperative advertising and/or cluster marketing initiatives.

The details of this proposal and the adherent responsibilities are subject to discussion and negotiation among the respective parties.

Review of Original Contract and Agreement for the Next 12 Months

Ole Towne Festival –

\$34,000 in fundraising revenue (\$170,000+ approximately in 2013, 2014, 2015, 2016 & 2017)

350+ Staff Hours annually dedicated to the planning and execution of Ole Towne Festival

Ole Towne Festival fundraising is primarily led by Chamber Staff who work to solicit funds from large and small businesses throughout the Phillipsburg area, organize the festival, and manage the finances to ensure a successful event for the community.

In 2017, the Ole Towne Festival secured sponsorship dollars resulting in:

- Approximately **\$3,000** in additional revenue as a result of The Chamber's strong partnership with Coca Cola, who donated free product and refrigeration units to the festival
- Pallet of water for volunteers donated by Sam's Club
- 13 entertainment acts performing on 2 stages
- Sunday Soiree at Riverside Way with live band and outdoor movie
- Carnival Rides and Games
- Kids' activities and entertainment
- Free tethered hot air balloon rides leveraged through relationship with Unity Bank
- Pony Rides
- Grand Falloons Family Theatre
- Youth All Star Baseball games
- Teen activities, including Full Quiver Archery Tag and the 4H Hot Shots
- Hot dog eating contest sponsored by Jimmy's Doggie Stand
- Free miniature train rides on Friday offered by the Phillipsburg Rail Road Historians
- Fireworks display

Our committee meets the second Thursday of every month at 3:30 pm at the Firth Youth Center.

The 2018 Ole Towne Festival will consist of a Thursday evening concert at Shappell Park, a movie by the river on Friday evening on the Jumbo Screen and all-day festivities at Walter's Park on Saturday. The event will end with a firework display for all to enjoy.

and their families to take photos and distribute holiday gifts. Every child is provided with healthy snacks, age-appropriate toys, books, toothbrushes, toothpaste, hats, gloves, and more. The Chamber organizes live entertainment, a DJ playing holiday music, and performances by local groups. Chamber Staff also coordinates the donation of ornaments, garland, and multiple Christmas trees which are used by volunteers and local merchants to decorate the entire park. At the end of the evening, the trees and decorations are donated to downtown residents.

Easton-Phillipsburg Halloween Parade

75 + Staff Hours Annually

The Chamber has taken over the joint Easton-Phillipsburg Halloween Parade and now spearheads this annual event. Chamber Staff work with a committee to coordinate the parade.

Responsibilities include:

- Coordinating parade participants (both community members and businesses)
- Recruiting volunteers
- Securing sponsors to cover expenses
- Working with both municipalities on logistics of the parade
- Securing the approval from the Joint Delaware River Toll Bridge Commission to shut down the bridge during this timeframe
- Promoting the parade to attendees and participants
- Creating scripts for parade announcers
- Arranging for media coverage
- Organizing the lineup of all parade participants
- Delegating signage the day of the parade

Facebook Management

40+ Staff Hours Annually

The Phillipsburg Chamber of Commerce Facebook page is www.facebook.com/PhillipsburgChamber. All Chamber members and downtown businesses are encouraged to send us their events, specials and coupons. We post them on our page and share them with our Facebook followers. Our Facebook link is listed in all Phillipsburg e-blasts. Chamber Staff encourage people to follow us on Facebook at our events and utilize "Follow Us on Facebook" signs owned by The Chamber.

Ribbon Cuttings/Grand Openings

40+ Staff Hours Annually

The Chamber conducts official ribbon cutting and grand opening ceremonies for Phillipsburg business owners. Ribbon cuttings include media releases to The Chambers' media outlets, promotion, publication in *Connections* (The Chamber's

participation of various high school student organizations. We will continue to target student and community groups for participation. The purpose of this project is to take pride in our town and help create a positive perception of Phillipsburg's downtown.

Derrière on the Delaware
200+ Staff Hours Annually

Easton Phillipsburg Joint Event

The Chamber plans to revive this popular event as a collaboration between the Easton Area Chamber of Commerce & Phillipsburg Area Chamber of Commerce. This event is marketed as a business team-building event as well as a family-friendly event in both communities. Responsibilities include extensive marketing and promotion, committee coordination, sponsorship securing, safety management, and day-of facilitation.

Downtown Office

The Phillipsburg Chamber of Commerce has relocated its office from the Warren County Community College Small Business Growth Center to a new location at 100 South Main Street. This downtown location positions our office strategically at the heart of our business district to better serve our downtown merchants, as well as demonstrates our commitment and investment in downtown Phillipsburg.