

AGENDA
VOORHEES BUSINESS DEVELOPMENT COMMITTEE
WEDNESDAY, February 28th, 2018
7:00 PM

CALL TO ORDER

OPEN PUBLIC MEETINGS ACT:

“This meeting is being held in compliance with the requirements of the Open Public Meetings Act and has been duly published as required by law.”

ROLL CALL

MINUTES FOR APPROVAL

NEW BUSINESS:

Small business expo being held on April 5th

ADJOURNMENT

NEXT MEETING DATES: March 5th, 2018

BDC Meeting Minutes
2/28/2018

Roll Call Attendance:

Present: Andrew Schallenhammer, Scott Levy, Emily Morgan, Neal Cupersmith, Mike Cherkas

Absent: Joseph Perno, Harry Platt, Mario DiNatale

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Chairman Schallenhammer asked for a motion to approve the minutes from the last meeting, Mike Cherkas motioned, Scott Levy seconded, all approved.

Chairman Schallenhammer stated the main issue to discuss is the small business expo that will be held at the Skate Zone on April 5<sup>th</sup>, 2018. Emily already made a registration link through eventbrite. Here is the link...

<https://www.eventbrite.com/e/voorhees-township-home-based-and-small-business-network-tickets-43326072449>

Andy read the event description and asked anyone for thoughts or changes. Neal asked what our goal is for the event. Emily explained that the goal is to have this board support small businesses and make sure they feel a sense of community, they have our support and to discuss ideas, issues and concerns. She added that our goal is to proactively facilitate and provide a supportive platform to engage in productive conversation with Voorhees small business owners. Emily will add to the event description: Be part of the small business conversation at a local level. Monday we will be having another meeting to fine tune everything. The event description needs to be done by then. Mike stated he will call Emily and work with her on it.

Andy stated that the mayor, Mario, Harry and Carmen from Shop Voorhees will be there along with Mitch Larnerd (to discuss upcoming hockey tournaments), and the VBA will be invited. We will be asking Joe Perno to be the VBA liaison. Mario is going to put together an agenda of the nights speakers.

The advertising for the event will be through Nixle, channel 19 tv, Eventbrite, the township website, and possibly Katrina (Emily's friend who helped us with our last event). Mario let Andy know that he did not want to use lawn signs or the large banners for advertising, he feels that social media will be enough. Andy is going to talk to him about that again and try to at least get the banners used, even if we need to change the date & time. For the channel 19 advertising, Andy is dealing with vice principal Fred Harris, of Eastern high school. His phone # is 856-784-4441 ext: 1244. If Mario allows us to print out color flyers, Mike offered to go door to door and ask stores to put them up in their windows.

Scott asked if we should open up the event to Cherry Hill or other towns. Andy stated he did not want to do that at this time. Mike suggested making a large poster board or something to write names and occupations of people attending, so other merchants might know who they'd like to meet or people in similar fields. Mario told Andy we should invite all Shop Voorhees merchants and potential merchants. We need to find out how to identify who the potential merchants are.

Emily is going to respond to the emails from people who attended our last event. Andy is going to speak to Mario about possibly receiving money from the 501 fundraiser. If not, maybe the township can just pay for the items we need, such as banners and refreshments. Andy believes we may need approximately \$1000.

\*\*\*Reminder - Our next meeting will be help next Monday, 3/5/18 at 7pm.

Chairman Schallenhammer asked for any further comments from the board. With there being none, a motion was made, seconded, and agreed to by all to adjourn.

Respectfully submitted,

Kristina Rieders,  
BDC Secretary