

ECONOMIC DEVELOPMENT COMMITTEE MINUTES
MEETING JUNE 4, 2015 – 7:30 pm
Vermeule Community Center

The meeting was called to order by Chairperson Anne Soto at 7:37 p.m.

ROLL CALL:

Present: Janice Allen, Anne Soto, Tom Fagan, Paul Alirangues

Absent: Frank A. Stabile, Sandy Marrow, Joe Tevlin, Lenny Lange, Skip Stabile

Also present: Chris Dickson, Rent Party
Bill Ehlers, Rent Party

Gail Kaufman Cain, Recording Secretary

The Statement of Compliance was read by Janice Allen

Minutes of the last meeting were emailed to all Committee Members prior to the meeting and accepted.

Paul Alirangues introduced Chris Dickson and Bill Ehlers of Rent Party. Paul spoke about what a success the program is in Maplewood and the support they receive from the community. Paul would like to use the main floor in the Community Center once a month to host this program.

Everyone had the opportunity to ask questions and discuss the logistics of bringing “Rent Company” to North Plainfield. Paul will be working on getting a strong volunteer force together and use the Farmer’s Market to help secure a core group of volunteers and help build momentum to get “Rent Party” started. The following items were discussed:

- Becoming a 501c3/advantages
- Applying for a Social Permit with the ABC
 - How many Social Permits are allowed per calendar year (12)
 - Cost (Government \$100.00/Others \$125.00)
 - Whose name would the permits be in (???)
 - Liability (???)
- Volunteers
 - How many are needed?
 - Where would we pull volunteers from?

- Musicians
 - Create a platform of musicians
 - Musicians are a billboard for what they do
 - Maplewood has a waiting list of up and coming musicians waiting to play
 - All musicians donate their time & talent
 - Stay away from young bands that attract teenagers
 - 3 bands per night (40 minute sets)

- Funding
 - Much of the funding comes from donations outside of the actual events
 - Businesses
 - Community

- Building a Brand
 - Consistency
 - Begin with once a month for the first three months
 - It took Maplewood 3 months to get the event off the ground
 - Make a commitment to 3 months and see how it is received by the community
 - Road Show does not work towards building a brand
 - Paul would like to begin events in October

- Marketing
 - Lawn Signs
 - Facebook
 - Social Media
 - Brochures
 - Local Newspapers

- Insurance
 - Maplewood holds a million dollar policy
 - Options are to get event insurance
 - Cost is an internal cost of the organization

- Rent Party will incubate North Plainfield's getting "Rent Party" off the ground
 - Will help us with insurance
 - Running the event
 - Musicians
 - Guidance

- Facility
 - Availability of Community Center
 - Looking into using St. Luke's or St. Joseph's
 - Pros and cons of holding the event nearer to the center of town

- Time
 - 8:00 pm to 11:00pm
 - With possible “Happy Hour” beginning at 7:00 pm
 - Peanuts/Snacks at the bar
- Other Opportunities
 - Back Pack House (Project they borrowed the idea from North Carolina)
 - Community Garden (Property Donated by Elks/raised beds)
- Where does the money go?
 - Up to the committee
 - Based on the needs of the community
- Equipment
 - Rent Party has invested in its own equipment, tables & Chairs, etc. as they have grown

General Remarks:

- Name “Rent Party” cannot be trademarked.
- The concept is great! It is a learning curve.
- Tom has some concerns over serving liquor.
- Would like to see just beer, wine, wine coolers.
- The concept is great!
- It is a learning curve.
- Janice would like to see us reach out to local organizations to see if each of them would sponsor a month to help run the event.
- Everyone agreed it would be best if we could find a facility not owned by the Borough

Overall, everyone thinks this is a fabulous idea and would be good for the community as a whole. Chris and Eric are available by email to answer any of our questions and concerns. Paul is very excited about the potential of “Rent Company” coming to North Plainfield and helping identify and meet the needs of the community.

The committee thanks Chris and Bill for attending the meeting and offering their guidance and support in helping us to get “Rent Party” up and running in North Plainfield.

The committee also discussed that EDC was a great springboard for the program; however, “Rent Party” needs to be a standalone organization.

Motion to adjourn by Tom Fagan, seconded by Janice Allen and carried unanimously. Meeting was adjourned at 9:13 pm by Anne Soto. Our next meeting will be held on Thursday, September 10, 2015 at 7:30 pm in the Community Center.

Respectfully submitted,

Gail Kaufman Cain
Recording Secretary