

**Eatontown Economic Development Advisory Committee**  
**September 10, 2009**

Meeting called to order at approximately 1 p.m. in the council chamber of Borough Hall.

Members present: Ron Wollner, Anna Mayer, George Jackson, Bob English, Kevin Gonzalez, Jerry Richter, Bob Stroebel, Helen Pike, Duke Robinson, Jamie Pavlis, Ed Stominski, and Councilman Dennis Connelly.

Reviewed RFP submitted by CPG of Livingston to design and maintain a real estate portal from the borough's website to real estate and other businesses in town. RFP included SEO (search engine optimization) to maximize the number of Eatontown hits.

Ron Wollner estimated the business portal could cost \$12,000, of which \$1900 would be budgeted for SEO.

A connection to Co-Star, the commercial real-estate listings agency, would cost an additional \$119 a month.

Jamie Pavlis suggested that a minimum of 6 real estate brokers with properties in Eatontown could take out the initial advertisements to pay for the start-up cost of establishing this real estate portal.

According to Jerry Richter, Eatontown has the highest concentration of commercial properties in Monmouth County even as the county is one of the smaller counties in New Jersey for commercial real estate.

Jerry recommended that realtors who own properties take out the initial advertising. He also asked if the borough could contribute any EDAC funds to the real-estate portal.

Councilman Connelly said EDAC's budget for 2009 is \$1,000.

Ron Wollner suggested other businesses in town might want to advertise, and asked about the legality of setting up a bank account to accept funds.

Councilman Connelly recommended that Ron met with Leslie Connolly, the borough's CFO, to determine how an account should be set up.

Bob English reported that work with Neil Bennett Independent Film Studio of Freehold is on-going. Shoot dates are scheduled for Oct. 9 and/or Oct. 12.

The Eatontown Roller Rink continues to be an eyesore on Route 35. Of the \$14,000 fine levied against the owners, \$4,000 was paid with the understanding that the remaining \$10,000 would be suspended if the owners removed the building's remains by Oct. 10, according to George Jackson, borough administrator.

The next EDAC meeting was set for October 1.

Respectfully submitted,  
Helen Pike, Secretary