

Vernon Township
EDAC Meeting MINUTES
FEBRUARY 17, 2026

Call To Order: 7:00 PM

Statement of Compliance:

Pursuant to the Open Public Meetings Act, adequate notice of this Regular Meeting has been provided to the public and the press on January 29, 2026, by delivering to the press such notice and posting same at the Municipal Building and filed with the office of the Township Clerk.

Flag Salute

Roll Call

Peter Knipe	Heidi Le Bris
Evan Koach	Bruce Campbell
Debra Chase	Paul Bassante
David Killin	

ATTENDEES

Peter Knipe	Heidi Le Bris
Evan Kovach	Paul Bassante
Bruce Campbell	

Present - Mayor Anthony Rossi

Swearing in of Evan Kovach

DISCUSSION:

Decision:

The **Vernon Economic Business Forum (VEBF)** will be held on **Wednesday, May 13, 2026**.

New Community App Presentation

The Mayor introduced a new mobile app designed to provide the public with easier access to information about active events in Vernon. The cost of the app has been significantly reduced. The app will be useful for both tourists and residents by providing links to local happenings and businesses, including restaurants, cafés, and other attractions.

The committee agreed that this new technology will help promote events and activities in town and enhance public awareness. The app may also be presented to attendees at the Vernon Economic Business Forum.

Marketing and Promotion

Paul Bassante, who has extensive experience in marketing, will develop an electronic flyer to promote the forum. The committee agreed the flyer can be distributed on platforms such as Facebook and other digital channels. Emails invitations can be sent to businesses.

The flyer will include a special code directing users to either the new app or a webpage for the forum, which Paul will present at next meeting. He will also contact the Marketing Director at Mountain Creek to obtain images for promotional use.

Printed Promotional Material

The committee discussed creating a pamphlet to distribute at local businesses. Peter Knipe presented an example that could serve as a model.

The pamphlet will include a collage of Vernon images, including drone photography, to highlight the town's attractions. Peter will work on developing the pamphlet content.

A bulk mailing permit may be arranged through the Town of Vernon.

There's a budget from 2025 available. A purchase order will be needed should more expenses arise.

Discussion of a breakout room with tables for special interest of the invitees.

Lineup of speakers, SBA, PNC Bank, USDA, SCEDP, NJEDA.

CLOSE MEETING 8:45.