



Milton Economic Development Committee  
Meeting Minutes – 9-4-2014  
WBOC Conference Room - 5:30 PM  
1 The Square, Milton

1. The meeting came to order at about 5:30 PM. Bob Howard chaired the meeting.
2. The following people were in attendance:  
Committee Members:
  - Bob Blayney
  - Mike Clark
  - Michela Coffaro
  - Steve Crawford
  - Jim Crellin
  - Alex Donnan
  - Bob Howard
  - Glenn Howard
3. The agenda was agreed to as published.
4. The minutes of the 7/17/14 meeting were approved.
5. Announcements -
  - Bob Howard reported that some EDC budget dollars will be used to create a 3 minute video that will be used to promote the town and can be used for a fee by other organizations and businesses.
  - Bob Howard also brought a copy of the Milton Branding Package to the meeting. Steve Crawford has the package to help support the mural effort.
  - Bob Blayney brought up the issue of the need for training on the relatively new business process for starting a business in Milton. Should be considered when Robin Davis' replacement is hired.
6. Old Business:
  - 6.1 Review of Action Items from 7/17 meeting – Action items were either completed or are discussed further under old business agenda items.
  - 6.2 EDC Restructure – Bob Howard reported that the Mayor and Council agreed to the EDC structuring. Therefore, going forward, Glenn Howard, Tom Jones, Richard Reed and Mark Carter will be members not required to attend but to act as an advisory group to the EDC. This will help ensure that a quorum can be obtained for EDC meeting. In addition, Bob Howard asked members to identify any individual that may be interested in becoming an EDC member.

6.3 Signage Project Status – Alex Donnan reported that 11 signs were installed that will now help visitors identify Milton as a destination stop and direct them to points of interest and activities. Alex will be working to get placement for an additional 6 signs that DELDOT has rejected.

Alex is working with Heritage Creek and the Public Works Department to get an additional Welcome to Milton sign installed at Heritage Creek.

While discussing signage, Glenn Howard raised the issue of the need for maintenance/cleaning of the Governor's Walkway between on the side of Irish Eyes. Michela Coffaro will draft a letter from the EDC to the Mayor and Council identifying the problem and suggested remedies.

6.4 Mural Project – Steve Crawford presented another mural design which led to some spirited discussions about what the mural should look like. Some of the discussions were about whether the EDC and Council have to approve the design since we, the EDC, are requesting \$1,000 to support the project. Steve believes that funding aside, the ultimate decision is Tom Jones' since the mural will be on his building. The cost and how the funds can be raised were also discussed. Steve suggested that this will be a 2015 spring project given the design and funding issues.

6.5 EDC Advertising – Steve Crawford presented the Cape Gazette newspaper ad that ran in support of the August 23 town events. Steve suggested that this ad will be the basis for another ad to support the Milton December Holiday activities.

6.6 Proposal for Part-time Position for a Town Media Person – Steve Crawford and Bob Howard finalized the proposal to be presented to Council at the September 8<sup>th</sup> Council Meeting.

6.7 Business recruitment for the Town Center – It was noted by several EDC members that a new pop-up business is in the process of opening in the space along side the river. The new owners have been advised about the need to move quickly with any signage efforts in order to get it through the proper approval process. Mike Clark reported that the Chamber of Commerce is working with Cliff Divers and a possible other pop-up business for the space along side the liquor store.

6.8 Comprehensive Plan – Bob Howard identified to the EDC members upcoming Comp Plan meetings; information from the Town website. He encouraged our participation. The current schedule call for a draft of the Comp Plan on November 9<sup>th</sup> at which time we, the EDC, will have an opportunity to comment directly on it's contents.

## 7. New Business Discussion

7.1 EDC Budget for 2015 – Bob Howard reported that the Council will further discuss the 2015 Town budget at the Sept 8<sup>th</sup> Council meeting. At this time we will perhaps have more certainty about our proposed budget.

7.2 December Holiday Event – Bob Howard lead the discussion as to if and how the EDC should support the holiday event. Bob explained the process of last year and the post-mortem positives and negatives. One of the negatives was the lack of advertising of the

event by merchants and the town. The Committee voted to support the event as executed last year but with a better understanding of the need to engage the merchants and provide better advertising. Advertising support can be provided with the already created EDC Milton ad.

7.3 Town Meeting Cancellations and Impacts to Applicants – Steve Crawford brought this issue up for discussion based on his interaction with the new owner of the Mercantile and her inability to secure approval for her sign prior to her grand opening. Steve contacted the Mayor and the Chairman of the Historic Preservation Committee, which cancelled the approval meeting. Steve was told that there nothing can could be done to allow the sign to be approved to meet the deadline. This is another example of ‘Milton not easy to do business with.’”

The EDC Committee had discussions about how to address this problem. Alex Donnan will investigate and report back on possible alternatives to be recommended to Council.

7.4 EDC Mentoring for New Businesses – We discussed the implementation of this effort. We agreed that this was to only help new businesses navigate Town processes. In addition, the effort is aimed at businesses establishing a presence in a store front and not for in home businesses or contractors who do business in town and need a business license. Bob Howard will contact the Mayor to recommend that a communication link be established between the Town Project Manager (Robin Davis’ replacement) and the EDC. This will provide the EDC with information about a new business where we can become a valuable asset to the Town and new business owner.

The next meeting is scheduled for **Thursday October 2nd at 5:30** in the WBOC Conference Room.

9. Adjournment – The meeting was adjourned at approximately 7:35PM

Respectfully submitted,

Steve Crawford

Attachment: Action Items from 9-4-14 Meeting

- **Bob Howard – EDC Budget Status**
- **Bob Howard/Steve Crawford – December Event Planning; logistics and advertising**
- **Alex Donnan – Current activities and status of Signage Project**
- **Steve Crawford – Current activities and status of Mural Project**
- **Michela Coffaro – Governor’s Walkway Letter for Town Maintenance Support**
- **Bob Howard – EDC Mentoring Recommendation to the Mayor**