



Milton Economic Development Committee
Meeting Minutes – 2-12-2015
WBOC Conference Room - 5:30 PM
1 The Square, Milton

1. The meeting came to order at about 5:37 PM. Bob Howard chaired the meeting. It should be noted that the meeting recording device became inoperative about an hour into the meeting.
2. The following people were in attendance:
Committee Members:
 - Bob Blayney
 - Michela Coffaro
 - Mike Clark
 - Steve Crawford
 - Bob Howard
3. The agenda was agreed to as published.
4. The minutes of the 1/8/15 meeting were approved.
5. Announcements -
 - Bob Howard presented an advertising mailer that contained advertisements for Milton businesses. He questioned who sponsored it. Mike Clark said that this was a Chamber of Commerce initiative for Chamber member businesses. Michela Coffaro questioned why all Milton businesses do not have the opportunity to advertise in this mailer. Mike responded that this was one of several benefits to being a member of the Chamber.
 - Michela Carfaro stated that at she will be attending the National Main Streets Conference in Atlanta from March 29 to April 2. The State of Delaware is underwriting her cost up to \$1,000. It should be noted that expenses exceed \$1,000 are going to be paid by Michela. This annual conference provides ideas and educational material on the various ways towns can advance their economic development thru public/private initiatives that make the towns more attractive to businesses and visitors alike. Michela will report back to the EDC on the conference.
6. Old Business:
 - 6.1 Michela Coffaro talked to Marie Mayor about hosting or sponsoring an educational effort for small businesses. Due to other business commitments, Marie will not be able to entertain this effort.

Due to the fact that Shelly Grabel from DelTech did not have an opportunity to present information about sustainability, Michela Coffaro suggested that she be invited back to explain how DelTech can support the town in this effort. Michela believes that sustainability would be an opportunity for the town to demonstrate its commitment to the environment. The town could use this as part of its advertising and marketing. Michela will reach out to Shelly.

6.2 List of Town Improvement/Repair Projects – Bob Howard presented a list of capital water improvement projects and Streets and Parks projects obtained from Greg Wingo, Public Works Supervisor. After reviewing the projects, Bob Blayne had a suggestion that the town look to improve the entrance to the town coming in on Front Street. He believes that there needs to be work done to limit the public drive-by view of both the sewer plant and Milton Maintenance yard as well as to improve the street and sidewalks in that area. Michela Coffaro said that the new Comprehensive Plan seems to address this area of the town. After discussion, Bob Howard asked that Committee members forward to him their suggestions and he would forward them to the Town.

6.3 EDC Advisor for New Small Businesses – Steve Crawford presented a draft write-up that was suggested at the last meeting. He asked the Committee to focus on the Roles and Responsibilities portion of the write-up. The resulting discussion will have Steve modify and simplify this portion of the document; to be sent out to Committee members for review and comments before being sent on to John Collier for his review.

Michela Coffaro suggested that some kind of boilerplate document be created to insure that the each EDC member/advisor is providing the same information to the business applicant. This was discussed with no clear consensus as to how to proceed to get this done.

6.4 Comprehensive Plan – Bob Howard could not offer any additional information as to the status. The Plan completion date is in June. Mike Clark asked what are the ramifications of not meeting the deadline. As Barry Goodinson reported, there is little consequence if the State believes that there is a good faith effort to get it done.

6.5 Signage Project Status –Bob Howard reported for Alex Donnan, who is out of town, that Alex believes that he will be successful in obtaining another USDA Grant extension so that we will be able to fund the Governor's Walk Sign between the Irish Eyes and Mercantile buildings.

6.6 Updating the EDC Portion of the Town Website – Steve Crawford reported that working with Bob Howard, he was able to provide Kristy Rogers with updated information. Kristy will update the site with the information that Steve presented to the Committee.

7. New Business Discussion

7.1 St. Pats Day Advertisement- Steve Crawford presented a request for EDC approval of funding for a St. Pat's Day ½ page color ad in the Cape Gazette similar to the ones for the recent holidays and Bargains on the Broadkill last summer. The cost is expected to be \$368. The Committee voted in favor of the expenditure.

7.2 Letter for Michael Cote Re: Return of \$189 Fund-Raised Money: After discussion, Bob Howard will write a response letter to the town, suggesting that any money obtained through fund raising be allowed to be carried over from year to year in the budget of the committee that raised the funds. Currently, the town absorbs all such funds at the end of the year. Bob suggested that we should at least have a conversation with the town and the letter will attempt to start it.

7.3 \$10K County Grant Recommendation – Bob Howard presented a letter from Sussex County that is offering a \$10k grant for town infrastructure and economic development improvements. Both Bob Howard and Steve Crawford offered a list of projects for consideration. After discussion, it was agreed that Bob would write a letter to the town recommending that the grant money be used to support; the Town Clock replacement Project, the Mural Project and a Union Street Tree Replacement project.

7.4 Downtown Development District Application – Bob Howard presented a brief history of this effort. After a discussion it was agreed that Steve Crawford for compose a letter for Bob Howard on recommending that the Town form an ad hoc committee to work on the submission for 2016.

The next meeting is scheduled for **Thursday, March 12th at 5:30** in the WBOC Conference Room.

Adjournment – The meeting was adjourned at approximately 7:15 PM

Respectfully submitted,

Steve Crawford

Attachment: Action Items from 2-12-15 Meeting

- **Michela Coffaro – Contact Shelly Grabel for Sustainability Presentation**
- **Bob Howard – Sussex Grant Recommendation Letter**
- **Steve Crawford – St Pats Day Advertisement**
- **Steve Crawford – EDC Advisory Activity: Proj Coord. to EDC Linkage**
- **Alex Donnan – Current activities and status of Signage Project**
- **Steve Crawford – Downtown District Application Ad-hoc Committee Recommendation Letter**