

Planning & Zoning Commission Minutes
Milton Theatre – 110 Union St
Tuesday, September 23, 2014 – 1:00 pm

Transcriptionist: Helene Rodgville
[Minutes are not Verbatim]

1. Call to order – Barry Goodinson

Barry Goodinson: We don't have a quorum, so this is not going to be an official meeting, so I won't do the official incantation that makes us official, so this is going to be what was the main point of the meeting, anyway, which was to be a listening meeting where we hear from you all about your views of cultural resources in Milton. To begin, we have two folks we'd like to hear from. The first, are you going to be speaking on the theater? Okay. I think everyone here knows Fred Monzert who is the CEO of the Milton Theater, or the Premier Center for the Arts here at Milton Theater. We've asked him to talk about what he's seeing here, what he hopes to see here, what his plans are for the theater. I think if you've been around Milton for any period of time, before the theater moved in, or before the Premier Center for the Arts came here and after, there's a huge shift. I mean, you drive through downtown Milton and you actually see people, you see cars and it's really remarkable what this one arts institution has done for this town, so it does point to the importance of the arts to this community and how hungry this community is for cultural opportunities. Then we'll hear from Terry Plumber, who is with the Delaware Division of the Arts, who will talk about the arts in general, the importance of the arts to communities and opportunities for arts organizations and artists in this state, in terms of grants and things like that. Then we'll open it up. I handed out, I hope you all got them, don't worry, but if you didn't we can read them out loud, just some open-ended questions to talk about how the arts can play a role in the community, maybe places where you'd like to see opportunities grow, voids that we can fill, and also maybe the type of arts. We talk a lot about the history of Milton, which is important and the architectural integrity of the community, but there also are some opportunities here. We've got the Steam Pump Tree House over at Dogfish, which is really pretty fantastic and there's something really wonderfully quirky about Milton. So do we want to go with that edge and see where the arts can bring this town growing with the quiriness. So let's hear from Fred. We can't say we're present, but I feel that we should probably introduce the folks that are here. So why don't we just go across and introduce.

Kristy Rogers, Town Clerk

Linda Edelen, Commissioner

Lynn Ekelund, Commissioner

Barry Goodinson, Chair,

Terry Plumber, Delaware Division of the Arts

Barry Goodinson: Now that we know everyone, Fred.

Fred Monzert, Premier Center for the Arts: It's dangerous to give me a microphone. First of all, thank you for your kind words. We are really excited to be here and part of the community. I'm the Executive Director for the Premier Center for the Arts. Michael Brulle is in the back. On behalf of Mike and I, 17 faculty members and 20 plus interns that work for our organization, we want to welcome you to Premier Center for the Arts at the Milton Theater. We have another location in Middletown, Delaware, which is where we started from and have been duplicating our programs here and I just wanted to talk for a minute about our experience here over the past couple of

months, because it has been amazing. For our entire staff and organization we've just been really on a daily basis, excited and amazed at all the things that are going on. I started studying as a student of the arts when I was 6 years old. I had the pleasure and privilege, honestly, of being able to start working in the arts when I was 14 years old and I have dedicated my entire life to arts. I've done everything from performing on the stage, working in the back office, front of house, producing, directing and in the years that I've done the arts, I've done just about all of it and one every level; from working on professional productions to student productions and I love all of them, equally. We just did a student production recently in the Middletown Theater and I was backstage getting ready to go on to introduce and I have the same excitement and the same energy and those same butterflies of walking on in front of an audience, that I would if it were a professional show. I love the energy and excitement of art, whether it's live presentation, or whether it's for viewing in the visual and fine arts, I just think it's also vital to what we do. I really do believe that if we create something that is exciting and relevant and is of interest to the community and the people in the area, and it has great energy, that people will come to be a part of that. I am just, again, excited to be able to be here in Milton and our journey really started here back in December when Lisa Sumstine, who's in the back came from Milton to Middletown with her daughter to see a children's production and if that's not proof that people will travel for arts, I don't know what is. She drove one hour to see a one hour production, then drove another hour back. She spent more time on the road to and from, than she did for the event, but people do that all the time. People do that all the time. In that one day, a couple of days before Christmas, she grabbed me after the show and we have this presentation that we do of all the productions and classes and things and she said, that. I want to talk to you about doing that. We collected ourselves after the holidays, we came down, Mike and I and met with Lisa and the property owner's and we weren't in the building for 10 minutes, when we realized that we had to be a part of this project. It was clear to everybody that was here that it was so important for everybody involved and we started renovating a couple of months after that and June 7th opened here. For the summer, we called it a skeleton offering of things. We had some summer camps that ran. I think six of them total. We ran some shows throughout the summer, with the idea that we would begin prepping for the fall and I can tell you that to date, from June 1st to now, we have sold over 3,000 tickets and that's amazing, for just starting and just putting it out there. Again, if that's not proof this is important... probably one of the biggest things that is striking to me, that I remember when we came and met with folks in the community was that this building and the arts in this community, were so very, very important to everyone here. Everybody we talked to, talked about the emotional attachment and the emotions that they went through when the building closed down a few years ago and the excitement of the possibility of it reopening. There's such an energy and excitement here in this town and I have to tell you that all of those tickets that are sold and we keep statistics and we've been looking at them very closely, very close to 50% of the people coming are outside of this zip code. They are people that are coming from other places and I remember people saying you know, it's close to this, or it's close to that, or this is going on over there, or this is going on over here, and my answer was always the same. If we have something that's exciting, if we have something that has great energy, people will come from far to be a part of it. That was already going on in this town. So we didn't do that by coming and opening. I feel like we have the privilege of being a part of something that was already happening. It's what drew us here. We were excited. We were excited by the energy and the things that were going on and we knew that it was a win win for everybody. That it would be a great situation and we were so excited when we saw tickets

starting to sell and students starting to be a part of educational programs. So we are very, very excited and feel like the arts, here in Milton, are extremely important. Being calculated and thoughtful in what we put together is important, but I also feel like it's important that we take risks and we jump out and we do some things that maybe are outside of the box. To be honest we were not looking for another theater. We were not looking for another location. We were not out searching around for an empty place. It came upon us. It was there. It was the right thing at the moment and my life mantra has always been if things are in front of you that makes sense, then you just have to jump in and down them and we did that and we are ready to do that again and again, here. Coming up our plans for the Milton Theater. As of today, between now and January 1st, we have live shows in this theater every single weekend, already booked. We're so excited about that and we're continuing to book programs into the theater, so our goal is to have something going seven days a week here. In our program in Middletown, Delaware, we have a very large educational program. We peak between Middletown and our satellites at 500 students a week coming in for our educational program. Last year we did over 250 performances, alone and our performance space there is not the size of this performance space. It is a very quaint, 80 seat, black box theater and there are some weekends that we run 10 performances a weekend in that space. It's great. It's a lot of fun. It's a little exhausting, but, again, if something is happening and there's energy and people want to be involved and we have seated... I think there was one weekend we seated 800 people in one weekend in shows in an 80 seat, black box, so that gives you guys an idea. I worked for Disney World for a while and the staff always go, this isn't Disney World, you know. I know, but it can be just as fun. I love Disney World. I love what they do and we sometimes are cuing people off to get into a show and we exit them through the gift shop and it's a lot of fun. I would love to see the same things going on here where there are things going on every day and people say, what's going on tomorrow? What's going on this weekend? That's really the buzz we want to create. Again, and just to kind of wrap up, I really do believe that there's something really unique and special about what's going on in Milton. It's what drew us here. We very quickly fell in love with the people here and with what's going on here. I've been amazed, in the short time that we've been here, I said we have more festivals here than some big cities, I think. There's just always something going on and there are unique features to Milton that draw people and we need to continue pursuing that. As we look at the arts, I feel like destination-wise we have all of these things already sitting here, ready to open up and draw people in. We want to be a part of that. We are committed to it. Our staff and this facility and organization are fully committed to it. Any ideas you have, we almost always say yes, because maybe we're that crazy, I don't know, but we love putting together projects that make sense and are fun. There's a unique spirit and sense in this community that I love. There's a cooperation that has been so refreshing and really wonderful to be a part of it. I've been amazed that even the businesses that work together, as events go on, where in some sense you might say well that's competition, that's taking away from me, but there's such overwhelmingly every business member downtown, I've watched as they've embraced each other and the events that are going on and after shows I watch people line up and go across the street to a restaurant or walking around shopping and I love that. I love that that's going on and I want to see it continue to increase. So thank you for letting us be a part of this. Again we are tremendously privileged to be here and are so very excited about the future and all that's going on. Enjoy the rest of the meeting. Please make yourself at home. Thank you.

Barry Goodinson: I don't think I said thank you for opening your home to us, so thanks, we really appreciate that. Terry Plumber is with the Delaware Division of the Arts and I got to know Terry

somewhat circuitously. I belong to the Rehoboth Writer's Guild and the Guild received funding from the Delaware Division of the Arts and then I got to know Terry through the Guild and then got to meet on a couple of occasions with several of their grantees. It's really wonderful, because from Terry's perspective, she's the catalyst for a lot of art making throughout the State of Delaware, so it's performance art and visual art and all sorts of things, the written word. So I asked her to come and talk a little bit about the opportunities that are available to artists, in Delaware, but also the opportunities for Delaware, thanks to the arts. Terry?

Terry Plumber, Delaware Division of the Arts: First off, I have to reveal that I live right up the street in Lincoln, between Milford and Milton and one night, early in the summer, my husband and I came down and had dinner at Irish Eyes on the patio, in the back and it happened to be a night when one of the concerts was playing and it was totally delightful. Of course, I was very excited because Milton Community Foundation is one of my grantees. We serve as liaisons for different organizations and I work with the organizations that are community organizations, that request money for projects. What that means, is, a community organization is any organization whose primary mission is not the arts, but who utilize the arts in fulfillment of that vision. So I have libraries, not Milton unfortunately, but Lewes and Wilmington and Newark and some live record at Calloway throughout the State that do ask us for grants and receive them and quite a few other organizations that receive funding from us for projects. In addition to that, we offer to arts organizations something that's known as general operating support. Now every organization wants General Operating Support because it's an unrestricted grant. You can use it to pay the light bill. You can use it to pay your staff. You can use it for anything that you need, except college credits or traveling to Europe, but those are the kinds of funds. In addition to that, we offer individual arts fellowships, so individual artists apply to us and that was just completed in the beginning of August and they apply to us for fellowships. Emerging artists might receive a \$3,000 fellowship. An established artist who is chosen, might receive \$5,000 and finally a master artist would receive a \$10,000 fellowship. Those are juried. They are sent out of the state. We have quite a few applications and we just had a reception last week at the Bigg's Museum for those artists who received fellowships this year. That's the money end and the money comes from your legislature and it also comes from the National Endowment for the Arts, so you are receiving funding through both of those sources. The other things that we do are to provide what is known as Delaware Scene and I don't know if you saw the table with handouts out there. I think I pretty much filled it up, but there is a blue brochure there that will tell you about Delaware Scene. Delaware Scene is an online calendar that enables you to promote your events, totally free. We don't charge anything. If you take a look at it, you will see that there are all kinds of art and cultural events in Delaware Scene. Through looking at the way this is used, we see that many people are using it from out of state and determining what they're going to do on their trip to Delaware. What kind of shows they're going to see. What kind of art exhibits they're going to visit, whatever it is. So please take advantage of it. It is free. It's provided by the State and you can scroll down to the bottom of the page to submit an event and that's where you can promote all of your events.

Lynn Ekelund: Excuse me, can I ask a question? I'm on the Board of the Milton Farmer's Market. Would that fall under the umbrella?

Barry Goodinson: There are performer's.

Lynn Ekelund: There are performer's.

Terry Plumber: It's usually cultural events.

Lynn Ekelund: Music.

Terry Plumber: You'd have to submit it and see if it works.

Lynn Ekelund: Submit it and see? Okay.

Terry Plumber: I'm thinking about the Lewes Farmer's Market. I don't think I've seen that in there, but you could try. All they can say is no. I'm not in charge of that one. The other thing that we offer is the Artist's Roster, so if the Premier Center for the Arts or a performing group or an individual artist wanted to apply to the Artist's Roster, it is not juried, however we do review the applications. There are criteria and I will tell you that there are organizations and individuals who look for writer's, who look for artist's, who look for performer's for their events or whatever it happens to be, they go to the Delaware Artist's Roster, because even though you have your Facebook Page, you have your website, if someone doesn't know your name, they're not going to find you. But by looking at the Delaware Artist's Roster they're finding tons of people. They can search by County, they can search by discipline, they can search by whatever, so I would suggest that you take a look at that and see if you would like to apply for that, too. Two of the things that I do are the first is called Community Arts Development. What is that? It took me a couple of years to figure out what they meant by Community Arts Development and basically it was Community Development through the Arts. I think you can see examples of that. We were just talking about Milford's Eat in the Street, which was sponsored by Downtown Milford, Inc., which is their Main Street Organization. We have been giving Downtown Milford, Inc. grants for the last two years and they're getting one this year, also, for their public art display. Along the River Walk in Milford, they have replicas of a ship that was originally built in Milford and then they invited artist's to submit their designs and they chose which artist's they wanted. In addition, the artist's also worked with high school art students, so that the art student's had the experience of working on a public art project and they loved that. So it was a very healthy project and I think if you go to Milford, and I'm not comparing, believe me, it will give you an idea of what a public art project can do. Are there any questions now about the grants or what we offer through the Delaware Division of the Arts? Anytime you're thinking about a grant, it's always a good idea to give us a call ahead of time, to talk over your project, or to talk over what it is you might be requesting funding for, because we can give you some ideas on how to strengthen your application to make it more likely that you would receive funding. So don't just submit the application, please give us a call, we'll steer you in the right direction to the right person, for what it is you're looking for. Recently I had a meeting with the Milton Art's Guild and that brings me to the final thing that I do, which is organizational development, which is to help art's organizations build to capacity, become stronger organizations. Recently I was able to work with the Millsboro Art's Guild and as I said, I met with the Milton Art's Guild, who I believe are going to be applying for 501(c)(3) status. After that, they would probably apply for what's called the Start-Up Program. Because we want our art's organizations to be very healthy 501(c)(3)'s, we have them go through a program where they receive funding for their arts programs, but they also receive some training in how to run a 501(c)(3), which is, yes, a business and it's a business just like the one Fred is running, only you have to ask people for money and you can sell tickets too. If you have no questions... Does anybody have any questions about the Delaware Division of the Arts? Yes.

Unidentified Speaker: [Couldn't hear the question.]

Terry Plumber: As I say, we give grants to 501(c)(3) organizations and we give grants to municipalities, like the City of Lewes gets a grant for their concert series; City of Newark; City of Seaford for the Nanticoke River Fest; but you would have to be either a 501(c)(3) or a municipality.

Barry Goodinson: So if they had a group of artists who wanted to apply, you could find a fiscal agent...

Terry Plumber: No. No, we do not grant through fiscal agents.

Barry Goodinson: Oh, okay.

Terry Plumber: Sorry, that's our rule.

Barry Goodinson: Alright, so much for that idea.

Terry Plumber: However, if there was an organization, say the Library wanted to put on an art exhibit, utilizing the work of a single artist, or several artists, the Library could apply to us for an opportunity grant, or a project support grant and you'll see them described in this handout that I gave out and then you could call me. Somebody at the Library could call me and do that.

Barry Goodinson: What about the Museum? You guys do exhibits?

Terry Plumber: The Historical Society?

Barry Goodinson: Yeah.

Terry Plumber: If it's an arts program, yes, you can apply. Sure.

Barry Goodinson: Okay.

Terry Plumber: Now, Fred said something very interesting and I was delighted when I heard him say it and it was about people traveling to come here. He said he sold 3,000 tickets since you moved here in June, right? Well, that's 1,000 more people than live in the Town of Milton. So that made my day and here's the reason. I have been attending meetings of an organization called TADD. It's an informal organization. They don't elect officers, or anything. It refers to Tourism, Arts, Downtown Development. Originally it was made up of organizations only on the Eastern Shore of Maryland. Now in Maryland, they have organizations that receive funding from the State for Arts and Entertainment Districts; places like Cambridge and Easton and Berlin are Arts and Entertainment Districts. It's been a nationwide program. Their program is one of the oldest in the country, but it's been replicated throughout the nation. So they have the Arts and Entertainment Districts, they have Main Street Organizations, they have County Tourism Organizations, they have County Arts Councils, who also receive funding from the State and then they refund to smaller organizations. Delaware has Main Streets. We don't have County Arts Councils. We don't have Arts and Entertainment Districts. We're it. We're such a small state, with only three counties, we're it, however, we do have County Tourism Agencies and so Sussex County Tourism and Kent County Tourism, the Delaware Division of the Arts and DEDO (the "Delaware Economic Development Office") are part of the TADD organization. They send representatives to it. Also, the Main Streets in Delaware, those are Rehoboth and Milford, Newark, Middletown, Dover, they all send representatives to those meetings too and the whole purpose of those meetings is for those folks to stay together to promote, to market, their downtowns, their restaurants, their events, their arts all throughout Delmarva. The only way you can get around here is by car and people get in their car, they don't say oops it's the Delaware line, we have to stay on the Eastern Shore. They're traveling all over Delmarva and they love it. In addition to the arts and the restaurants, they get to kayak on these wonderful waterways in Delaware, they do birding, there's all kinds of events. Of course, they go to the beach. Their grandchildren come down and visit them and there's just wonderful, wonderful things to do and I didn't tell you the rest of the story. After my husband and I had dinner the concert night, a few weeks later my daughter and her family came down and I thought how wonderful this is, we're going to have dinner on the concert night; the kids can play on the train in the park and get their ice cream and everything and it was great. What was not to like? It was all your town. So I was really thrilled. It was also five minutes away from my home,

which made it easy. So TADD works with all of these organizations and the only thing that is required is that there be a single organization with a paid representative who can keep up their part of the website. Each town has it's own page and they do the upkeep, as far as adding artist's, as far as adding restaurants, adding events. There's also a monthly newsletter that gets sent out and it has hundreds and hundreds of subscriber's. We also look at the Google Analytics and we can see that people are looking at this page from all over, including Brazil, for some reason. A number of people in Brazil, look at it, but they're from all over the world, who take a look at this. The other thing that they're doing is developing an App. Because there are so many organizations involved, it is very, very inexpensive to do this, to maintain, it's about a couple of hundred dollars; it's really nothing and that's the way that works. They have quarterly meetings, so that when you go to one of the towns and the last meeting was in July, it was in Milford, they usually have a business meeting and they had it in the Library. Then you do a tour of the town, everybody walks around to art's organizations and shops and takes a look and they buy stuff and they meet people and they ask questions and then finally, we usually have lunch at one of the restaurants. Well, they had lunch at the cooking school in Milford. In April, it was to Rehoboth and that also was very, very successful and a delightful time. The next meeting is going to be in Berlin and that recently won the title of the Coolest Small Town in America and one of the reasons I believe, is because they are members of TADD and they got so many people to vote for them and they worked very hard. It was all on line and social media was used, in order to promote this and they did that, but because they got that title, they had thousands of people coming to this little town. Of course, it doesn't hurt that it's not too far from Ocean City, but they had thousands of people coming to visit them and they did really, really well. So it really pays off to leverage your marketing by working with one another. You get to know these other places. I can see people taking a look at the map and planning their trips, like well we'll go see this town, then we can go over 45 minutes to this town, then we can go to this town and they just have a great time. So I'm hoping that you will take a look, you'll see the URL in there for Eat, Drink, Buy Art, that's the name of the website and I hope that, as a town, you will consider sending somebody to the next meeting. Please contact me if you want to do that, so I can contact the person who usually coordinates and let them know how many people would be coming. I think Barry wants to come.

Barry Goodinson: I do want to come.

Terry Plumber: Anyone else, if you want to come, please let me know. Okay.

Unidentified Speaker: I noticed on the TADD brochure that they were developing an App. Can you tell me about what that is going to entail? Do you happen to know?

Terry Plumber: Well, not being a very technical person, I don't know specifically, but the person who does the website, I believe, is also a developing the App. Maybe somebody else. However, it enables people who are traveling to be able to use their phone to find out what is going to be happening, during their time. What's going on now in these different towns. Everyone will just share the cost of the App and so there quite a few organizations. I didn't put them all down here, because some towns will have an Arts and Entertainment District person, they'll have a County Arts Council person, they'll have a tourism person and they may have an Economic Development person. I put down the major ones to give you an idea and of course, the ones highlighted are the ones that are in Delaware and if you have specific questions about them, you can ask me, or I can send you the name of some individuals, Lee Nelson in Milford, he has gone to quite a few of the meetings and there are others I could give you their names too, but right now that's in development. I'm not sure if it's completed yet, because the meeting is October 8th, it's a Wednesday, so you may

want to be aware of that. Does that answer your question? Sorry.

Barry Goodinson: So if we wanted to mount a Milton contingent to this TADD meeting, how would we do that? Talk to you? Okay.

Terry Plumber: Finally, I did a little inventory myself of Milton. Milton Community Foundation is the only organization in Milton that asks us for any money. While it's true that the funding has gone down at the National Endowment and it went down somewhat in Delaware, about three or four years ago, but it has stayed level and so it's not as bad as you would think. I spoke to you about the Milton Art's Guild, it looks like they may be becoming a 501(c)(3). The Broadkill Review is an online literary magazine, based here. The Premier Center for the Arts, we are delighted to see that the lights are on in this building. Also you have the Milton Public Library and I spoke to you a little bit about other Libraries that received funding from us. Lewes Public Library is a good example, because they have arts programs all through the year, including a writer's conference which they had at the end of August and I know, because they're one of my grantee's also and I know from past experience that people have planned their vacations to the shore, so they could make it to that writer's conference, because there are such good people there teaching and they love it and that's the way it's done. Of course, people coming from out of state to come to that conference, also, so they have to stay someplace overnight. They're going to eat someplace, so you see how all that stuff helps to build up the economy of your town and that's the whole thing behind the creative economy and how the arts help to develop your town and Fred spoke to that eloquently. You have the Milton Historical Society which provides events for you and then you have your annual events, the Horseshoe Crab Festival and the Shorebirds Festival and the town-wide yard sale, do you still do that? Okay, that's great. Then you have your parades, Christmas and St. Patrick's Day. All those kinds of events show that there's life here, there's excitement here and people will come and they're not going to do the one thing. You will see the Economic Prosperity Report there. It's kind of a long card. I gave it to you as a handout and you can go online and take a look at that whole thing and it shows you how the money and the arts, leverages the economy and what is brought in. The arts are actually one of the top ten employer's in the State of Delaware, believe it or not, but it's true. Do you have any questions? Then it's over to you.

Barry Goodinson: Thank you so much. Actually that was a perfect segue, because what I wanted to, for the Comprehensive Plan, I wanted to be able to inventory all of cultural resources that currently exist in Milton, so we've got those that Terry listed. Could anyone think of others that were not part of Terry's list, because I'd like to include these in the Comprehensive Plan as an example of the current lay of the cultural land, but then it also goes to the question, is there a void there? Are there places that we're not filling, that people feel there's a need? Does anybody... I know we've got a couple of businesses that are kind of emerging. The Mercantile has artisanal things and Why Not? is getting ready to open.

Unidentified Speaker: [Speaker did not use the microphone, so I couldn't hear her.] Please, others who are members, if I say something wrong, do correct me. Right now, classes are being taught there. Nobody knows that Walnut Street even exists. At the end of October, the Guild is opening up a little gallery and you'll be able to go in and see paintings and jewelry, made by local artisans and my fear, as just a member of the organization, is that nobody will know we're there, so I'm kind of addressing the Commission and asking if there's anyway that they can consider putting a sign, say at the intersection of Federal and Union, to kind of give people directions to get back there to Walnut Street. A lot of work has gone into this and that would go a lot of way in helping us advertise.

Terry Plumber: Also, consider Delaware Scene, when you have an exhibit, put that into Delaware Scene. Mispillion Art League and Rehoboth Art League do it all the time, to advertise...

Unidentified Speaker: I'm not familiar with that. I'm not really a member of the Board, so I can't speak to that.

Terry Plumber: Well, you can let them know.

Unidentified Speaker: Anyway, that is to open up some discussion.

Barry Goodinson: Terry's presentation did point out some resources. The Delaware Scene and the brochures on the table in the back, which is something that you could advertise in and then this App, if we can get a contingent pulled together to go to TADD and then start figuring out a system through which we can funnel that information to their world. These brown signs have just popped up around town that are pointing people in the direction of certain amenities... I guess the question is about...

Lynn Ekelund: That's Alex Donnan and he's with the Economic Development Committee and I know he's gotten some money from DelDOT. I don't know how many signs he's gotten funding for, but I would suggest that... he's in Europe right now, but I would suggest that you give Alex Donnan a call or give the Economic Development Committee of the Town of Milton a call and explain your situation and put a request in there. You know Al, don't you?

Barry Goodinson: I believe at one of the Town Council meetings he recently said that they've had about half the signs completed, which indicates half are not completed, which might mean there's an opportunity.

Unidentified Speaker: How large are these signs?

Barry Goodinson: They're kind of the DelDOT, wayfaring like, you know those brown signs that you often see that point to different historic and cultural sites.

Lynn Ekelund: If you drive down Union Street, they're brown with white lettering and I'd say maybe 18" across.

Unidentified Speaker: The same thing...

Kristy Rogers: There's one right here at the Library.

Lisa Sumstine, Chamber of Commerce: I'd like to add to Terry's list. There are a couple of events that we're working on in the Chamber that I want to add to your list. The first is actually coming up on October 18th, the first annual Seafood and Blue Grass Festival and I believe that Delaware Division of the Arts is already partially funding that through the Community Foundation. They've got some leftover money that they're using for the music. That might be news to you. We also are currently looking for support, sponsorship and funding for a summer film series, outdoor film series, that's going to happen in 2015 and you will be hearing from me later today and Delaware Division of the Arts about that. The other thing I want to say about the signs that you're talking about, those were funded by the U.S.D.A., so that is your resource point. The folks in Dover are very helpful and can perhaps help you with signage, if that's the way you want to go.

Barry Goodinson: Any others? This can be an ongoing thing.

Allison Schell, Milton Historical Society: I represent the Historical Society right on the corner. So I guess we have our own little art gallery space in the museum where we feature local artists and the local Art League and through doing that, I noticed some gaps, I think, with the art scene in Milton. One would be Arts for Kids. We've got the performing arts here, which Fred's organization has so kindly filled that gap, but I think maybe more hands on art. I don't know if you're doing that, Jean, with the studios on Walnut, at all; if it's more for adults.

Unidentified Speaker: I think they're planning to do that. The emphasis, I think, would be on adult

classes, however, the Library in the summertime does offer art classes; not the formal art classes, but they have free availability... So that could be expanded too.

Allison Schell: Yes, I think that would be a great opportunity moving forward. Also, something else I've noticed is what I'm calling visible art, so when we have the Garden Tour and I think also the Holly House tour, we have artist's throughout the town, working in gardens, what we call in plein air, or outside paintings and I think people are really drawn to that. They love seeing artists at work. I don't know how much the artists love people standing over their shoulders, but I think maybe more opportunities for that would be really neat in town. Having the art community a little more visible, outside, is just another suggestion on my end. That's all.

Barry Goodinson: We wanted to post some questions, just to kind of get folks... Allison talked a little bit about the gaps and Terry did talk about leveraging, I'm looking at the crib sheet that was at the door. I'd love to hear your thoughts about sort of the general look and feel of art here in Milton. There have been lots of discussions about that. I know there's been some discussion about doing some interpretive signs around town, that are more artistic, not just Ye Olde plaque on a post that says, back in such and such a day, this thing happened here, but something that would be a bit more evocative and become kind of a thing. The question is what style do we use to create this ongoing interpretive signage installation around town. I mentioned that we've got the Steam Punk thing out at Dogfish Head, they've developed their own kind of esthetic at Dogfish Head, both with the labels, but the art collection there and then the Steam Punk. Obviously the architecture in town hues to a more traditional, but there's kind of a wider pallet we can draw on. I know recently there was some discussion, there have been lots of discussions about murals here in town and what do we put on the mural? And what's the style of the mural? That raises the question, what's the point of the mural? What's the purpose? I know some would say it might be for economic development, others might say it's art, for art's sake. So I'd love to hear your thoughts about what kind of art, public art we'd like to see and it may not just be installed art. It might not be physical art. We had a drag show here recently in this theater, which who would have thunk it a few years ago; which is kind of a new art form that came to Milton and I think that was kind of unexpected and unanticipated, so I'd love to hear your thoughts about that.

Allison Schell: Well I guess because we also have the Art Gallery and the Museum and I'm an observer of things and I observe the different shows that go on and how successful they are, so we have traditional art shows in there and then we've also had some more innovative ones, we call them the 5X5 shows that take a subject or an idea and then these artists have this block, or this canvas, that's about 5X5" or a certain size and they have to paint on that and I remember we had portraits, that was very popular, portraits of Miltonians. I find that the more innovative thought provoking exhibits work better in our space, than just your traditional art show, which shows me that people are looking for something a little bit more engaging and I think that's something that we can aim for and we can kind of push people a little bit to think more in art shows and maybe art installations than what we think of as a traditional show, which is good. There's a hunger and there's a market for it, so I think moving forward, that would be really great for us to aim for.

Barry Goodinson: Yes.

Patrick and Amy Conroy: We're opening up Why Not? shop across the street. As far as the ideas of murals go, I think that's a fantastic idea, but personally, we've talked about it. As far as defining what kind of mural it is, I don't really get that. I think it should be like you said, art for art's sake. Anything like that would... Anything colorful, big, bright. My wife leaves sidewalk chalk out in front of our stop and it's to encourage the kids to do their own art work and she leaves messages

out there, whether it's the temperature of the day, or the wind, or a flower, or we're open all the time outside, or whatever; so she's trying to encourage art that way, for children. She's also talked about doing finger paint classes for the kids, so hopefully it will bridge that gap that we were talking about between the kids and the adults art, but as far as the mural idea goes, I think it's fantastic. I'd be all over it. I don't own my building, so I can't say go ahead and paint on ours.

Barry Goodinson: That's graffiti.

Patrick Conroy: That's graffiti, right. But yes, that's what we've been talking about. Washable graffiti is what we've been talking about, but thank you.

Ginny Weeks: I just wanted to say I have no art ability, but I think that it would be wonderful if we had more participatory art in town. I mean it's wonderful that you artist's are there and you're painting and you have shows and we come and we look and perhaps we buy. But then you go away and we go away and we don't mesh again, until the next show. I hate saying this. Where I once was, once before, they did a wonderful thing. They got the community together and they put out a call for people that would like to participate and it took four or five months to organize and everybody went out with their camera's and took shots, all day long, one day in town, of all different things. And then the group of photographers that had mentored the people, preparing for this; you know, explaining to them do macro or micro shots and so on, they published a book, A Day in such and such and it was a wonderful thing and it brought the community together and it brought different factions and sections of the community together. Also, I would like to see better stuff for sale at some of our Bargains on the Broadkill and some more juried, better class of product. We need more diversity in that and that's all I wanted to say. I really think that we need to have something more participatory. Thank you.

Barry Goodinson: I'm still trying to get a sense of the community's sense of the classicism, or the traditional art vs. more emerging stuff and I'm not really sure.

Ken Cowell: I don't know that we need to sort of find a specific direction for art and maybe sort of encompass all of it. I definitely don't think this town should step away from the classicism that's already all over the city, or all over the town, rather, but if we add some more modern component's, the whimsy from Dogfish and bridge that gap and sort of carry it through, I mean we're making history every day, so we can continue to sort of grow the sort of visual culture in town by just kind of bringing in new stuff, continuing with the older stuff. I don't think a specific direction is important. An idea I had while we were sitting chit chatting, I know the town has sort of been plagued with empty retail spaces. Perhaps we can organize maybe with the Art Guild, sort of like Pop Up Art Shows, work with the landlords and do a single night, a little wine and cheese thing, or some kind of event, where we could just take over the sort of empty space and kind of embrace it and maybe even use Houses for Sale in the middle of town, just open them up and just sort of open our doors, you know what I mean? Let people come in, walk through, see things, change the environment, different things like that. I think that could be fun.

Barry Goodinson: Great. I guess that's what I was trying to get to, is the community opposed to sort of mixing it up? We're recording it, for posterity, see we're making history.

Unidentified Speaker: I think two or three years ago, the town paid a graphic designer to come in and come up with a branding image of the town. That's done and it's pretty good. It's not too extensive, it's like a logo and a few other hints and I think we should start from there to work on the branding of the town. Steve Crawford came up with the idea of the mural on Irish Eyes. There are two versions, a very modern one, a very conservative one and people are liking one or the other and the whole thing is bouncing around and it's not going forward because of all the opinions. We

need a committee or some sort of one of the town committee's already, to define who's going to decide what goes where and take it from there. Otherwise, we're going to be like... I suggest that we start working with a branding that was already done and it's already there for us... it's a good start.

Barry Goodinson: Thank you. Do other towns have jury's that make decisions about... I guess it's property owner's that ultimately decide what's going to get stuck on the side of their buildings.

Terry Plumber: The murals in Milford, were done by the members of the Mispillion Art League. They have four very large ones along the side of the Salvation Army Building and they depict the history of Milford. Now there's a new one, on a building that's on Walnut Street, which is delightful and they based in on drawings that children made in their art classes. They give a lot of art classes at Mispillion, so they took pieces of the kid's art and they developed a mural from that and you can see that on Walnut Street, it's right on a building next to the river, so if you are down there, you can take a look and see what they did, but again, it was from the children's art, so it's like it belongs to the kids of Milford.

Barry Goodinson: Any other thoughts about the direction Milton... what about gaps? We've talked a little bit about kid's stuff, participatory art, what about obviously the performance art piece is being filled quite nicely. Are there other gaps in the art scene?

Terry Plumber: I just said to Barry, am I allowed to say anything? One thing that does occur to me is that in some towns there are organizations that have missions and in fulfillment of those missions, they develop a lot of programming... maybe not a lot, but they develop certain programming and that in itself, helps to strengthen. The fact that Milton Arts Guild is going to be pursuing 501(c)(3) status and they're already an Art Guild, they'll have a mission that they're trying to fulfill for the community and working with other organizations, say the Historical Society and the Chamber of Commerce, they all have some skin in the game as it were and the theater too; everyone's trying to accomplish stuff and the health of the economy of the town is going to be something that moves across the missions of all of those organizations and that the organizations can all help to grow. So that's something that you might want to think of. Existing organizations and the ones that might come about as a result of this kind of planning.

Barry Goodinson: I realize it's the middle of the day and some folks need to get back to work and stuff. Any other pieces? Feel free if you have thoughts about this stuff... I think we're pretty easy to find, we've got a Milton Plans Facebook Page and then there's the Milton Resident's Facebook Page, so there are lots of opportunities and God knows, I think, everyone's connected to some email group in this town, or another, so there's opportunities to kind of track us down through those, so if you've got other thoughts about the arts in Milton, feel free. I'm not sure, because this was not an official meeting, if we will kind of dust this off again at a further point, or not, if we're required to do that, but this is kind of an ongoing conversation and the Comprehensive Plan, we're having a whole bunch of these meetings leading up to the presentation of a draft in December/January, so this is an ongoing... that will be a draft, so there will be opportunities even after the first draft comes out for people to weigh in and add additional thoughts and ideas to the Plan before it goes to the Town Council. So, thank you everyone for coming and again, Fred and Michael thank you so much for hosting us and Terry, thank you for joining us.

2. Roll call of members
3. Additions/Corrections to agenda
4. Approval of agenda
5. Public Hearing:
 - a. Review and update of the Town of Milton's Comprehensive Plan. The main topic of this hearing will be a discussion of the Town's Cultural Resources. Discussions on other Comprehensive Plan related elements will be held if time permits.
6. Business – Discussion and possible vote on the following items:
 - a. Review and update of the Town of Milton's Comprehensive Plan. The main topic of this hearing will be a discussion of the Town's Cultural Resources. Discussions on other Comprehensive Plan related elements will be held if time permits.
7. Adjournment