



Milton Economic Development Committee
Meeting Minutes – 6-11-2015
WBOC Conference Room - 5:30 PM
1 The Square, Milton

1. The meeting came to order at 5:32 PM. Bob Howard chaired the meeting.
2. The following people were in attendance:

Committee Members:

- Bob Blayney
- Michela Coffaro
- Steve Crawford
- Alex Donnan
- Bob Howard
- Ted Kanakos – Council Liaison

Visitor:

Mr. Rich Miller

3. The agenda was agreed to as published.
4. The minutes of the 5/14/15 meeting were approved as presented.
5. Announcements - Bob Howard announced that the 'bake sale' money was turned over to the Town with the agreement that it would be included in the 2016 EDC budget.

Bob Howard also got a questionnaire from Diane Laird, State Coordinator, Downtown Delaware, Delaware Economic Development Office about the continuation of the Pop-Up Program. Bob provided a positive response as Milton has a couple of more storefront opportunities.

6. New Business Item:

6.1 Presentation and Discussion of Milton Calendar Idea: Mr. Rich Miller, at the suggestion of Mayor Jones, presented an idea for either a calendar or poster that included the historic doors of Milton as a way to promote the Town. During discussions it was concluded that this idea was not to raise money but for Town promotion. After much discussion as to the role and responsibility the EDC should have in planning and implementing this idea, the EDC members voted to provide a letter of introduction for Mr. Miller so that he can discuss this idea with four town organizations to obtain their interest in

supporting this idea. He will discuss this with; the Art League; Friends of the Library, the Chamber of Commerce and the Historic Society. He will report back to the EDC with his findings and at that point the EDC will determine what other support it might provide for this idea, if any.

7. Old Business:

7.1 Status Sustainability Subcommittee – Michela Coffaro reported that the committee is continuing to work on the scope of the activities this committee should undertake given that the scope of sustainability is enormous. The committee is discussing ways to educate, promote to the public and recruit volunteers to assist in this effort. The next subcommittee meeting is on June 30. Michela provided 5 handouts that included information about different sustainability subjects. These handouts were: Promotion Planning Checklist, ‘How Green Is My Town?’ Checklist, Job Description for a ‘Water and Sea Rise Committee Member’ and information on Recycling. In addition, Michela provided information about the University of Phoenix on-line courses. Bob Howard stated that at the Council Meeting on June 1 based on the EDC Monthly Report that Council asked questions about sustainability and when the EDC would be presenting information/recommendations to the Council about sustainability efforts. Bob replied that subcommittee is working to provide information/recommendations to Council before the end of the year. This effort would include information for the citizens that would show the economic benefit of sustainability efforts. Michela mentioned that June 6th is Earth Day and that perhaps an event could be planned for next year.

7.2 Status of Possible Merchant Appreciation Event – Neither Jim Crellin nor Norma Kraus were present to present a status.

7.3 Status of July 4th Event Planning – Bob Howard reported that the dunk tank for the event has been ordered and that the planning committee is looking for ‘dunkees’. Steve Crawford presented the Cape Gazette ad to be run in the June 26th edition.

7.4 Status Signage Project – Alex Donnan reported that he is very close to finalizing the planning for the Route 1 Welcome Sign at Preswick Properties just north of the Route 5 turn. His next step is to get planning by DELDOT started. He reported that the Governor’s Walk sign design has been approved by the Mayor and he is waiting on costs estimates. If there is money left over, Alex will pursue getting 2 signs on Route 16.

7.5 Status of EDC Advisor for New Small Business – Steve Crawford presented and reviewed the section in the document that defines what the Advisor can and cannot do. There was agreement on the items. Bob Howard suggested that there be a generic ‘can’ item reflecting that the Advisor should offer to be helpful within the scope of the other items. Steve suggested wording for this and will include in a revised document to be sent out to the members prior to presenting back to Mr. Collier and Mrs. Rogers for their further consideration.

7.6 Discussion of List of Future Town Ad Opportunities and Impact to Budget - Steve Crawford presented a list of potential Town ad opportunities. The list included what 2014 events the EDC ran ads for. Each ½ page color ad cost about \$370. Bob Howard reviewed the current budget and it appears that there is enough money to run one more ad for the

Bargains on the Broadkill in August in addition to the July 4th ad that is ready for publication at the end of June. Bob pointed out that the budget is a fiscal year budget which ends on September 30th. Therefore, holiday ads for the December events would be included in the 2016 budget. Bob Blayne asked if there is a way to gauge the effectiveness of the ads to determine if the money is well spent. Steve Crawford replied that there is no simple way. Councilman Kanakos suggested that perhaps the ads should be run for the lesser known events to support getting more people familiar with them. Because the major events sponsored by Irish Eyes, the Chamber and Dogfish are advertised by them, he believes that the EDC should focus on the other events. Bob Howard pointed out that these major events bring a lot of people into the town and this supports the town businesses, which is the reason for doing the ads. Steve suggested that further discussions should take place in conjunction with budget discussions as to the continued effort for placing ads.

7.7 Discussion and Possible Vote on Remuneration for Linda Newton's work on the Ads – Steve Crawford reported that when this effort started last year Linda Newton agreed to support it with the design work for the ads. Steve suggested to the EDC members that we ought to consider some remuneration for Linda's work this year. Bob Howard reminded the members that the EDC did pay Linda \$250 last year for her work. Steve suggested that the EDC pay Linda, as part of the total ad expense, \$50 per ad for her design work, which will come to \$250 for the five ads to be run in the fiscal year of 2015. The members agreed and Steve will work with Bob to determine where in the EDC budget this money can be obtained.

7.8 Discussion on updating the "Welcome to Historic Milton" brochure – Steve Crawford presented a brochure that is available in some stores in Milton that is several years old and out of date. During discussions it was pointed out that the Chamber produces a brochure that promotes the businesses in town who are Chamber members. Bob Howard suggested that a new brochure that promotes businesses but aimed at visitors might be more appropriate. Steve will consult with Linda Newton and report back as to potential costs. Councilman Kanakos suggested that the Delaware Division of Tourism might be a place to look for grant money for the brochure. Steve Crawford will investigate.

8. New Business Discussion

8.1 Review of potential EDC meeting dates thru end of year – Steve Crawford presented a list of potential EDC meeting dates for the rest of the year; **July 9, August 13, September 10, October 8, November 12 and December 10.** These will be the scheduled dates of the EDC monthly meeting pending any need to change.

8.2 Discussion of a joint meeting with the Streets and Sidewalks Committee – Bob Howard reported that he had a discussion with Councilman Ed Kost and that the Streets and Sidewalks Committee has determined that the property owners own the sidewalks on Union and Federal Streets in the downtown area. **Therefore, according to Councilman Kost, the Town has no jurisdiction over the fencing or trees. (NOTE: At the July Council Meeting, the Mayor corrected this statement. The Town does have jurisdiction over the sidewalks.)** Bob Howard suggested that perhaps a meeting with the property owners and the Garden Club might be productive in addressing the issues with the sidewalks in this area of town. Further discussion on this topic will take place.

8.3 Discussion on a draft budget request for the FY 2016 budget – Bob Howard reported that a draft EDC budget will be required to be submitted to Mrs. Roger by the end of the month. After some discussion, it was decided to submit a similar budget, as was submitted last year with the addition of a request for money for sustainability efforts, an updated brochure and business appreciation event.

The next meeting is scheduled for **Thursday, July 16th at 5:30** in the WBOC Conference Room.

Adjournment – The meeting was adjourned at approximately 7:44 PM

Respectfully submitted,

Steve Crawford

Attachment: Action Items from 6-11-15 Meeting

- **Rich Miller – Calendar/Poster Idea Investigation**
- **Bob Howard – 2016 EDC Budget**
- **Michela Coffaro – Status Sustainability Subcommittee**
- **Alex Donnan – Current activities and status of Signage Project**
- **Jim Crellin, Norma Kraus, Bob Howard – Status of Merchant Appreciation Event**
- **Bob Howard/Steve Crawford – Linda Newton Remuneration**
- **Steve Crawford – Status of EDC Advisory Proposal**
- **Steve Crawford – Welcome to Milton Brochure Investigation**