

**Board of Directors Meeting  
December 7, 2017**

**Present:** Matt Babbitt, Mark Dissinger, Paige Evers, Walt Hepford, Dave Pickrell, Sara Pletcher, Lang Redden, Peg Reilly, Pat Sparks, Bob Starkey, Sher Valenzuela, Tod Van Eyken

**Executive Director:** Murrie Zlotziver

**Guest:** Milly Pederson

The meeting was called to order at 7:03 pm.

A motion was made by Mark Dissinger, seconded by Peg Reilly, and approved by Board members in attendance to accept the Minutes of the October 5, 2017, Board meeting with one correction: Under President's Talking Points, it should read that Brad Dennehy will submit his letter of *resignation* prior to the Annual Meeting.

**President's Report:**

- The President's report is attached.
- All reports need to be sent to Murrie by the Monday prior to the Board meeting in order for him to send out the packets in a timely manner.
- Sara provided more information regarding the possibility of Milford hosting a Ladybug Music Festival. Gable Music traditionally promotes women-fronted or women only bands. The festival would be held in late September or early October 2018. There is no admission charged. Downtown Milford, Inc. is responsible for raising the funds needed. The company would like to see us raise \$25,000, but they can tailor a package to fit the amount of money raised. A question was raised regarding whether or not the funds raised would be refunded if the event does not take place. The contract indicates that it would not be. Sara Pletcher will ask about this before the contract is signed. DMI's only other responsibility would be to recruit five to ten volunteers to help the day of the event. A motion made by Pat Sparks and seconded by Lang Redden was approved by Board members in attendance to accept the contract.
- After a brief discussion regarding the work on the office building, Peg Reilly offered to contact her handy man for a quote on the additional work need. Lang Redden will forward the list to her.

**Executive Director:**

- The report is attached.
- Murrie suggested that we need to put a complete packet together showing what Downtown Milford, Inc. can offer to both new businesses and businesses already opened. These include the Revolving Loan Program and the Sign, Awning, and Façade Grant.
- Murrie spoke about the Milford-branded Bike Rack Program. The iOby Crowdfunding page is set up. He will send the link to all Board members but he is asking that we not

share it until Pat Sparks and he have reached out to specific businesses. We would like to have a minimum of \$2500 raised before we go public.

**Treasurer's Report:**

- The full report is attached.
- Bob Starkey was asked to send a letter to Emerald Lawn and Landscaping thanking them for the work they did over-budget without charging us.
- There was a discrepancy between the WIC receipts and the payments made to the various vendors. Moving forward with the program we will need to insure that the money received balances with the payment requests.
- A motion was made by Tod VanEyken, seconded by Peg Reilly, and approved by Board members in attendance to accept the Treasurer's Report.

**Design Committee:**

- Minutes from the meeting are attached.
- Milly Pederson was in attendance this evening to discuss the issue of watering all the planters once the Milford in Bloom plantings are finished. We lost most of the baskets in July and August due to a combination of a lack of rain and a lack of watering during the week. While volunteers were in place for the weekend, the Parks & Rec Department did not water daily or water sparingly during the week. Downtown Milford, Inc. and the City of Milford need to have a clearer understanding to make sure the planters survive the season.
- Dave Pickrell indicated that the proposed location of the overpass signage along Route 1 will not be approved by DeIDOT. Dave will look at other possible places to put a sign.

**Economic Vitality:**

- Report is attached.
- There have been some recent personnel changes to the committee. Jerry Serwalt, who has served for a number of years recently resigned. Mark Dissinger is stepping down as co-chairman but he will continue to serve on the committee as his schedule allows. Lisa Fitzgerald and Sher Valenzuela will be joining the committee.
- Peg Reilly reported that the merchants have decided to not hold a 3<sup>rd</sup> Thursday in December, citing poor turnout in November as one of the reasons. The group also will not meet in December. She also announced that Blooming Boutique will be closing the Milford store in January. There is interest in renting the space for new retail.

**Organization Committee:**

- Report is attached.
- SaraKate Hammer will be stepping down as chairperson once the new fundraising program is initiated.
- There is interest in the Volunteer Coordinator position and we should have more information in January.

**Promotion Committee:**

- Minutes from the October and November 2017 meetings are attached.
- Pat Sparks did comment that ShopSmall Saturday did not go as well as we had hoped, but the arrival of Santa and the Holiday Stroll were both great events.

**Old Business:****New Business:**

- Paige Evers presented the Board of Directors with the proposed new fundraising program. This proposal is attached. Discussion was held and some questions were raised. These include whether we would put a link on our website for businesses that become sponsors which are located outside of the Downtown Business District. Discussion was held regarding the sending of invoices. Many companies prefer or are required to pay from invoice rather than through a website. Paige will bring answers to the January meeting if possible.
- We will hold a Board Retreat on Saturday, February 3, 2018. This will take the place of the regular Board meeting for February. It will last four to five hours. Sara Pletcher and Peg Reilly will coordinate this.

**We entered Executive Session at 9:05 PM.**

A motion was made by Pat Sparks, seconded by Peg Reilly, and approved by Board members in attendance to adjourn the meeting at 9:26 pm.

**The next Board of Directors meeting will be Thursday, January 4, at 7:00 PM in City Council Chambers.**

Respectfully submitted,

Pat Sparks  
Secretary