

**Downtown Milford, Inc.**  
**Board of Directors Meeting**  
**April 5, 2018**

**Present:Pros** Matt Babbitt, David Pickrell, Sara Pletcher, Lang Redden, Peg Reilly, Pat Sparks, Tod VanEyken, Sher Valenzuela

**Excused:** Paige Evers, Walter Hepford, Bob Starkey

**Executive Director:** Murrie Zlotziver

**Guests:** Nina Pletcher

The meeting was called to order at 6:06 PM.

Lang Redden made a motion to accept the minutes of the March meeting with one correction. The Board meeting was completed before we began the follow-up to the Board Retreat in February. Peg Reilly seconded the motion and the minutes were accepted with the approval of all members in attendance.

With approval of all Board members in attendance, it was decided to move New Business to the beginning so that our guest would not need to stay for the entire meeting.

**New Business:**

- David Pickrell presented a comprehensive package suggesting an off-season use of the Santa House to provide additional revenue. The suggestion is to use the Santa House as a holiday-themed ice cream shop, charging the vendor an appropriate rent.
- Pros include generating income, maintaining the identity of the Santa House, bringing more traffic to downtown, and providing an alternate source of income.
- Cons include losing Santa, a committee chair, and the additional cost of maintenance and upkeep.

After serious discussion, Matt Babbitt made a motion that the board move forward with the proposal. Tod VanEyken seconded the motion and it was passed by a vote of 7 to 1.

**Committee Reports:**

- The President's Report was included in the package sent to all Board members.
- The Executive Director Report was included in the package sent to all Board members.

- The Treasurer's Report was included in the package sent to all Board members. Lang Redden moved to accept the report, Peg Reilly seconded the motion, and it was passed by all members in attendance.
- Design Committee report was included in the package sent to all Board members. A discussion of how to move forward with Milford in Bloom took place. We need to find a solution to the watering problem. The committee presented various options and with a motion made by Pat Sparks, seconded by Lang Redden, David Pickrell, and Peg Reilly, and approved by all members in attendance, it was agreed to spend \$3000 to purchase reservoirs.
- The Organization Committee report was included in the package sent to all Board members.
- Promotion Committee report for March and April is included in this package.

**Old Business:**

- Film Noir: Murrie Zlotziver reported that this will take place in Summer 2019. The committee will prepare the budget for the Board's approval. The event will open on Friday afternoon and conclude on Saturday evening. The committee would like to hold an Opening Gala.
- Lang Redden reported that she has received an estimate of \$800 to repair the decking at 207 S Walnut Street. Board members in attendance agreed to table this until the May meeting.

**The meeting was adjourned at 7:49 PM so that we could continue the follow-up to the Board Retreat. The motion was made by Pat Sparks, seconded by Peg Reilly, and approved by all members in attendance.**

**Our next meeting will be Thursday, May 3, 2018, at 6:00 PM in City Council Chambers.**

Respectfully submitted,

Pat Sparks  
Secretary

President's Report  
March 2018

**Ladybug Music Festival Update**

- Confirmed sponsors:
  - Gallery 37 - \$5,000
  - i.g. Burton - \$1,000
  - Planet Fitness - \$500 + \$1,000 in-kind water donation
  - Citizens Bank - \$500
- Murrie and Pat will complete the Special Event Permit this month.
- Gable is coming to Milford on April 12 for their second walk through town. We will meet Mike Nally from the Mobius Group (old firehouse) that day to see if it can be our token vacant property.

**Budget Meeting with the City:** Eric Norenberg, Murrie and I met again on March 15 to discuss future DMI funding and the office lease. Eric presented a draft agreement from another Main Street program. Bob reviewed this and Murrie and I presented our changes. Eric was open to our suggestions. Murrie is working on a presentation for the April Economic Development Committee, at which we'd present this agreement. Eric also will schedule Mark Whitfield (Public Works Director) to come assess the structural damage of the office.

**Volunteer Coordinator:** SaraKate has confirmed Marilyn Ambrose will be our new Volunteer Coordinator. She will start later this month.

**Volunteer Signup.com:** In an effort to provide our volunteers with various opportunities, organize our volunteer base, and ensure none get burned out, I'd like all committees to use signup.com. We're struggling to get volunteers for our annual events, so we need to constantly be looking at opportunities to collect names and emails for future volunteers and funders (i.e. Plant Sale). Once we have that info, we can add them to signup.com and they will get our volunteer opportunities.

**Insurance:** We had to purchase an additional day-of insurance policy for the Pub Crawl due to the alcohol. It cost nearly \$800. Angela Dorey provided it. The Marvel Agency could provide nothing less than \$1000. When it's time to renew our policy, I've asked Bob to get a quote from Angela as a courtesy. We should also find a policy that insures alcohol related events since the new Special Event Permit requires additional insurance for events that have alcohol.

**Board Giving:** Bylaw Article 4, Section 3: An individual, business or institution is considered a member in good standing upon payment of annual membership dues as established by the Board of Directors. To be in good standing, all Board Members should pay annual dues. I've asked Paige to report each month on a percentage of Board Members who are in good standing. The goal: 100%.

**Past Board Members/Volunteer Appreciation:** Murrie will invite Lisa Fitzgerald and Brad Dennehy to the May Board Meeting to present them with their thank you plaques. We will honor Mark Dissinger at the Annual Meeting in November and Marilyn Ambrose will get a plaque at the Bug & Bud Festival.

Executive Director's Report  
March 2018

Attended the following Committee Meeting:

Economic Vitality	Bug & Bud (2)
Design	Farmers Market
Promotion	Design Guidelines
Organization	

Additional Meetings:

Community Conversation  
City of Milford  
Hatian Community

Press

Bug & Bud Ad & Press Release  
Pub Crawl Press Release

Ribbon Cuttings:

Reiki Joy n' Peace

Submitted DelDot Special Event Permit Application for Bug & Bud

Toured the downtown area with both the Fire Chief and Police Rep to discuss layout and logistics for Ladybug Music Festival.

National Main Street Crowdfunding Grant for Milford Branded Bicycle Racks. Donated \$10,000. Minus \$335 in fees. Total \$9,665. Additional \$2,445 received from DeIDOT.

Attended National Main Street Conference Kansas City, MO. Highlights: How to create a destination business, Custom Gift Card Program, Community Apps and Public Art.

Discussion with the City concerning DMI's Contract renewal, Milford in Bloom Watering and Farmers Market Ground Cover

First 3<sup>rd</sup> Thursday of the season

Grants/Sponsorships

Received Bayhealth \$3,000 Bug & Bud \$5,000 Major Sponsorship.  
Pending Milford Lions. Requested \$5,000 in support of Sail Banner Project.

Pending Delaware. Requested \$5,000 in support of the Ladybug Music Festival.

Ladybug Music Festival Sponsorship Perdue \$500

Working with HS Intern Madison Stalvey on updating marketing materials

## DMI Economic Vitality report March 2018

Present: Walt Hepford, Rob Pierce, Eugene Helmick, Bill Pfaffenhouser, Patrick Abel, David Pickrell, Ed Simon, Lisa Fitzgerald, Dan Bond, Murrie Zlotliver

Absent: Sher Valenzuela, Peggy Reilly

Mark Dissinger has resigned from the committee due to job requirements.

Local Coordination - Chamber of Commerce Economic Development Commission; Now meeting quarterly. Last meeting was in February when the 2<sup>nd</sup> annual Workforce Development Conference was held.

Conversation Group met at the Music School. Featured Speaker was Slaughter Beach Mayor Harry Ward. Mr. Ward spoke about plans to construct a boardwalk in the Marvel Saltmarsh Preserve. The project is a partnership between Slaughter Beach Town Council and the Delaware Nature Society (DNS). Milford Live's Weekly Review of 3/27 featured an article on this project.

Business Inventory - Eugene is keeping up with changes. He is working on coordinating his inventory with Rob Pierce.

Vinyard Shipyard - Dan has spoken with Mr. Lofland. A work group is being formed to produce an RFP. Gigi Windley is involved. There needs to be a study of costs. There are some possibilities of exploring funding (Longwood Foundation).

Recruitment - Novelty Nook is moving to the Cool Spring Cottage location. There is some interest in the old Carlisle site. This could be turned into an incubator site to help start several small businesses.

Dan mentioned the possibility of the opening of a restaurant which would be open all day and serve light food and ice cream. The Multi-Cultural Center building has been sold. Rite Aid downtown is closing.

Entrepreneur Network - This group met on March 27. There was a discussion of Pub Crawl. This was well attended and went well. There will soon be a financial report issued. About 800 bibs were sold. This event was very well planned. Photographer John Mollura was introduced. He will be taking pictures of all DMI events and taking marketing pictures of downtown. 3<sup>rd</sup> Thursday themes - April, "Food Truck Thursday"; May, "Star Wars"; June, "High-end art event". There was a brief discussion of promotional materials and rack cards. Business and DMI updates - two to three hotels are planned, Billboard is a likely no go in the short term, City wants to revisit following construction completion. Milford wants to put up signage when the overpass for Rt. 14 is being put up ("Milford is open for business").

DDD - Rob said there was some activity on smaller residential projects but no new large projects.

Revised Promotional Projects - A H.S. intern is working on several projects. She works one-hour per day.

Farmers Market - Will start May 5<sup>th</sup> in the same location as before. So far 20 vendors have signed up.

Volunteer hours- Lisa 4, Peg 15, Sher 7, Dave 2, Dan 5, Bill 3 Ed 5, Pat 2, Walt 25, Farmers Market 15, Total 83

# **Design Committee Meeting March 13, 2018**

In attendance:

Milly	Ang
Jan	Dave
Joey	Marcia
Nadia	Dan
Murrie	

## **I. More volunteers are needed for this year's Pub Crawl**

## **II. Public Art**

Murrie reported that we are seeking funding from sources such as the Lions Club of Milford

## **III. Façade and Signage**

Milly shared a picture of a vacant side of a tall building in Milton that had been painted with a well design "Welcome to Milton " sign. The committee suggested that the vacant side of the building on the right hand side of Walnut looking north from the Georgia House would be a good candidate for a sign/mural/painting.

## **IV Bike Racks**

\$10,000 was raised for the project. There will be 10 commercially made racks with branding and one or two signature pieces.

There will also be a bike repair station (or two) downtown.

## **V Holiday House Tour**

It has been suggested that the Holiday House Tour previously offered by another entity, be taken over by the design committee or someone on the design committee. No has volunteered thus far to take on the project. Milly suggested that the Porch and Garden tour would be the better choice of events since no other town has a Porch and Garden Tour.

## **VI. Milford in Bloom**

A. Easter plant sale to take place Thursday Easter Sunday April 1 either at the Causey Mansion or the back of the former music school location. Decision will be made once we know the weather forecast for the week. Milly will send a press release to Murrie this week.

B. Ongoing issues with the Milford in Bloom program

Options for watering for the season are limited. Ang reports that only one firm responded with a bid. Cost per hour with osmocote is \$36. Reservoirs for each hayrack as suggested by Brad and David are a possibility but are untried and DMI would have to purchase them. The committee feels that the city needs to bear the cost for the watering and needs to fully support our efforts. Having empty hayracks this year is a possibility if we fail to find a solution and the city does not come on board in a big way. Murrie and David will be trying to arrange a meeting with Eric again.



Organization Committee  
March 2018 Report

Org March update

The committee met in March. We welcomed Tod Van Eyken to the committee formally.

Discussion surrounded how to fund raise for DMI through the end of this fiscal year, anticipating DMI not moving to the new fundraising structure until the next fiscal year. A decision was made to talk with Pak Sparks, promotions chair on the best way to move forward to secure funds for this year. SaraKate and Pat met after the meeting and determined the ideal marketing strategy was to bundle options together for sponsors.

These would include:

1. Farmers Market and Milford in Bloom (Spring)
2. Fall Market, Holiday Stroll, Santa House, and Milford in Bloom (Holiday)

Strategy and a plan will take place at the April meeting to pursue sponsors for these 2 bundles through the end of the year.

Additionally, we are looking into selling more DMI branded items. Ideas are welcome!

Also, per the New guidelines for the Org committee, the committee will no longer host a major fundraising event (like Eat in the Street). This task will fall on the promotions committee if one is desired by the Board. Our focus is not on events but on partnerships and fundraising and member development.

Since the Organization committee meeting in March, SaraKate met with Marilyn Ambrose who agreed to be the Volunteer Coordinator for DMI going forward. Marilyn should be ready to serve by mid April. Please join us in welcoming her back to DMI as a committee member and volunteer.

The committee will meet in April on the 12th at 5 p.m. We are working on new times to help more committee members attend regularly.

Respectfully submitted,  
SaraKate

Downtown Milford, Inc.  
Promotion Committee  
March 2018

Our meeting was held on March 29, 2018 and was focused on the wrap-up of the 2018 St. Patrick's Pub Crawl.

- Jenn Rowan reported that the vendor-venue pairings worked well. Host venues were pleased with the amount of traffic throughout the evening.
- Chief Brown's official statement was that the event was problem free and the extra attendance generated by the additional bib sales did not create an increased need for officers.
- We purchased a SnapChat frame which was 2500 times throughout the event.
- Jenn reported from a personal standpoint she was pleased that 17 Milford businesses and non-profit organizations participated. She also reported that she spent 40 hours a week from six weeks out to the event. She provided that this would calculate to \$9600 in her job in healthcare and \$14,400 in her position at LifeCycle.
- Cons of the event included a sense that Downtown Milford, Inc. was not invested, evidenced by the lack of volunteers from the board and a misconception that the executive director was not onsite during the event.
- Notes have been made for next year's event.

**Volunteer Hours:**

Board members:	107
Volunteers:	285
Total:	493