

Downtown Milford, Inc.
Board of Directors
October 4, 2018

The meeting was called to order at 6:01 PM.

Present: Matt Babbitt, Paige Evers, Walt Hepford, Lang Redden, Peg Reilly, Pat Sparks, Bob Starkey, Tod Van Eyken, Sher Valenzuela

Excused: Dave Pickrell, Sara Pletcher

Executive Director: Murrie Zlotziver

Guests: Dan Bond, Gary Emory, Ben Jones, Joan Lofland, Sudler Lofland, Keith Mosher, Nina Pletcher, Jenn Rowan, Ramsey Schrader, Stephenie Tatman

Sara Pletcher submitted edits to the minutes of the September meeting. Lang Redden made a motion to approve the minutes with these corrections, Walt Hepford seconded the motion and the minutes were approved with these edits by all Board members in attendance.

President's Report: The report was included in the Board packet

Executive Director: The report was included in the Board packet

Vinyard Shipyard Project:

- Dan Bond presented the committee's report. The committee would like to hire their unanimous choice of Architectural Alliance, Inc. to conduct a good study to include the cultural and economic impact of making the shipyard a destination for residents and visitors.
- The targeted amount needed is \$56,000. The committee is confident that this can be raised from the community, Kent and Sussex counties, DNREC and the Delaware River and Bay Authority. The City of Milford will also be approached for support. The Committee consists of Dan Bond, Matt Babbitt, Gary Emory, Sher Valenzuela, and Lisa Fitzgerald. Each member has been given an amount to raise and a specific group to contact. DMI has been asked to raise \$10,000 through Ioby or another online fundraiser group.
- Dan reassured the Board that Architectural Alliance, Inc. will not be repeating studies done previously. The committee will review prior studies and share with Architectural Alliance, Inc. the information that is still relevant. The firm will be specifically researching how to best preserve the 50 acre plot of land for the benefit of the City of Milford.

- Sudler Lofland then spoke about the project from the landowner's prospective. His concerns include the community's reception of any plans to develop the land as a public space. The Board assured him that we feel it will be a positive response.
- Mr. Lofland also made it clear that this is not an open-ended offer. He and Mrs. Lofland do have plans of their own and would like to see the matter of preserving the shipyard settled in a timely fashion.
- Mr. Lofland alluded to the studies that were conducted in 2012, 2015 and 2017. It is his hope that we can build from these studies and move forward. He mentioned that the land is in the exact center of the City's park system.
- The Loflands would like to see the shipyard continue in some manner. Whether or not things like the wooden spoon factory can be included remain to be seen. They feel the educational value of the shipyard is important.
- The Board members present asked for an example of where the money would potentially come from. Kent County Levy Court, Sussex County Economic Development both indicated a positive response when contacted earlier. The Committee feels that the funds for the study can be raised quite easily.
- It was also asked how the money would be handled. Would it go through DMI or would it go through the City. This is undecided at this point.
- Is there reason to believe the City may support this effort financially? The response was that it is a new day in City Hall and therefore, a new presentation might receive a different response.
- The Board also questioned whether or not the contract would be timebound. The Committee assured us that there would be a built-in contingency that work be completed in a timely manner.
- After the presentation, Matt Babbitt made a motion that we move forward with fundraising for the Vinyard Shipyard project. Pat Sparks seconded the motion and it was approved by all Board members in attendance.

Treasurer's Report: The report was distributed at the meeting

- The Treasurer's Report was accepted after a motion by Lang Redden, seconded by Tod Van Eyken, and approved by all board members in attendance.
- Bob Starkey presented the 2019 Budget. He indicated that he had made changes so that our budget balanced. As a non-profit organization we should not show a projected profit in our budget.

- A question was raised about including the Pub Crawl in our budget as there is not a chairperson. Nina Pletcher, chairperson of the Promotion Committee, indicated that the committee is dedicated to finding a chairperson by January. In the past, work on the Pub Crawl has not begun until then.
- Lang Redden indicated that repairs to the house may require more money than budgeted (see Old Business). It was decided to add an additional \$2500 to this line item.
- Matt Babbitt made a motion to accept the proposed 2019 budget with the change indicated above. Pat Sparks seconded the motion and it was approved by all Board members in attendance.

Strategic Plan Progress:

- Downtown Milford, Inc. is continuing to move forward with the Strategic Plan. After Sara Pletcher and Murrie Zlotziver met with each committee there is a clearer understanding of what is expected.

Design Committee: The report was included in the Board packet

- Milly Pederson will be stepping down as chairperson at the end of December. Dave Pickrell will not be assuming the chairmanship.
- Working with the FFA from Milford High School, the Design Committee will be offering holiday wreaths and greens to help raise money for Milford in Bloom. This will be a pre-order fundraiser and information will be available at various events leading up to the end of November. The committee has decided to also order extras to be sold to those who were unable to pre-order.

Economic Vitality: The report was included in the Board packet

- Lang Redden presented an extensive report on the Farmers Market earnings over the past few years. This is included with these minutes.

Organization Committee: The report was included in the Board packet

- Pat Sparks announced that with the new sponsor program and the elimination of membership, each Board member will be required to submit a sponsor donation of at least \$50. This will be tracked and updates will be given at each meeting of the Board. As in the past, these donations can be made through a Board member's business.

Promotion Committee: The report was included in the Board packet

Old Business:

- The following people agreed to serve on the Board of Directors: Kelly Graybeal Turner, Jason Peel, Cat Perfetti, and Denise Morris. Their names will be on the ballot presented at the annual meeting.

- Lang Redden gave a brief update on the repairs to the house. The painter plans to complete the outside painting before winter. She also indicated that the column on the front porch nearest the steps is load-bearing and is rotting. This may require significant money to repair.
- The Annual Meeting will be held on November 1, 2018, from 6 to 8 PM at Georgia House.
- Regarding our by-laws: Change “member” to “sponsor”. After some discussion, it was decided to wait to approve this until Sara Pletcher is back in town. It will be sent to the Board members for an e-vote prior to the annual meeting.
- Discussion about changing our fiscal year was favorable. Since the City of Milford is a major financial supporter, it makes sense to be in line with their fiscal year. Lang Redden made a motion to change our fiscal year to July 1 through June 30. Pat Sparks seconded the motion and it was approved by all Board members in attendance.
- After some discussion regarding the budget, a motion was made by Tod Van Eyken, seconded by Pat Sparks, and approved by all Board members in attendance to change the budget just approved to match the fiscal year. Bob Starkey will make the necessary changes.

New Business:

- Members of the Milford business community were in attendance to discuss a recent event and to talk about working together moving forward. The question about cupcakes for the Milford Birthday Party was raised again. The consensus from the business owners was that it was not a responsible move to order cupcakes from a vendor who is not part of the local community. When questions were asked about the choice of vendors, the merchants felt that fingers were pointed and untruths were told to explain the situation. It was explained that this vendor does support our downtown by participating in the Farmers Market. There was also confusion as to whether or not the downtown bakeries were approached to provide a quote to provide the cupcakes. Lang Redden stepped up and explained that she had suggested the outside vendor.
- Ben Jones and Jenn Rowan questioned our Vision Statement presented on the website. They interpreted it as we serve to protect local businesses. A short conversation was held asking the question whether or not DMI should be recruiting new businesses that mirror current businesses in town. It was explained that it is not our place to filter what businesses are brought to the downtown area. They also questioned our transparency as they feel we may be bypassing due process when selecting vendors. They would like there to be more information provided to the community and suggested that we utilize social media more effectively.

- The merchants in attendance feel that there is a disconnect between our Vision Statement and our actions. Sher Valenzuela then read our Vision Statement and said that, as a business owner in the community, she feels very connected to both our Vision and Mission Statements.
- Stephenie Tatman, owner of Dolce, asked for three things to happen in the future: Milford businesses should be given the first opportunity to provide goods or services to the community through our events. She would also like to have easier access to the Board meeting minutes and was wondering if we could do an email blast when they are made available on the website. Her third ask was that we give some consideration to existing businesses when we recruit new ones. She was not asking for exclusivity, but just consideration.
- Ramsey Schrader expressed his concern over the choice of cupcake providers and reiterated that we should approach and use local businesses when possible. He then began a discussion of the Pub Crawl and indicated that the merchants felt that this was an event they could provide without DMI's involvement. Ramsey, Ben and Jenn feel that the money raised from this event should be donated to a charity rather benefitting DMI.
- Murrie Zlotziver indicated that he does shop local and that the events DMI provides to the community do promote our local businesses. Regarding protecting downtown businesses by not recruiting similar businesses, Murrie asked the business owners if they were feeling threatened by similar businesses coming to Milford.
- Nina Pletcher spoke up and said that social media seemed to cause problems in that posts regarding things like the cupcake vendor quickly turn into a forum for bashing the work that is being done. Jenn Rowan defended her post by saying that she cannot control who shares it or comments on it.
- Peg Reilly wrapped up the meeting by thanking the merchants for attending the meeting and expressing their concerns. She assured them that we would address these concerns and try to be more open in the future. The business owners were asked if they felt they had been heard and they replied that they did.

The next Board meeting will be November 1, 2018, at 6:00 PM at the Georgia House. This will be our Annual Meeting. The meeting was adjourned at 8:24 PM with a motion made by Walt Hepford, seconded by Matt Babbitt, and approved by all Board members in attendance.

Respectfully submitted,

**Pat Sparks
Secretary**

Downtown Milford, Inc.
Annual Meeting
November 1, 2018

Members Attending: Matt Babbitt, Nancy Benson, Paige Evers, Walt Hepford, Sharon Hepford, Denise Morris, Milly Pederson, Jason Peel, Cat Perfetti, David Pickrell, Sara Pletcher, Lang Redden, Marcia Reed, Peggy Reilly, Mike Rivera, Eugenia Sparks, Pat Sparks, Robert Starkey, Kelly Turner, Tod Van Eyken

Guests Attending: Eric Evers, Shelley Moore, Maggie Pederson, Nina Pletcher, Mark Redden, Gervasio Ruiz, Tom Sparks, David Verkade, Dianne Verkade

Executive Director: Murrie Zlotziver

Excused: Sher Valenzuela

The meeting was called to order at 6:08 PM.

Board President, Sara Pletcher, shared the Downtown Milford, Inc. Annual Report which included information about events, the Strategic Plan, and volunteer hours.

The election of officers and board members was unanimous. The following were elected to two-year terms: Peggy Reilly, Lang Redden, David Pickrell, Sher Valenzuela, Denise Morris, Jason Peel, and Cat Perfetti.

Kelly Turner was elected to fill the remaining year of Walter Hepford's term.

Officers for 2019 are: Sara Pletcher, President; Peggy Reilly, Vice President; Pat Sparks, Secretary; Robert Starkey, Treasurer.

Gifts of appreciation were given to Walt Hepford, Milly Pederson, Paige Evers, and Dave Verkade for the years of service to Downtown Milford, Inc.

The meeting was adjourned at 7:34 PM with Walt Hepford making his final motion for adjournment which was seconded by Pat Sparks and resoundingly approved by all members in attendance.

The next meeting of the Board of Directors is December 6, 2018 at 6:00 PM in City Council Chambers.

Respectfully submitted,

Pat Sparks
Secretary

President's Report
October & November 2018

Santa House

- Causey Mansion, Nadia Zychal, and Gallery 37 dedicated significant time and person money to update the Santa House. Please be sure to thank them and if you haven't seen the remodel inside, please stop in when it's open to check it out.
- Special thanks to Peggy, Lang, Pat, and Cat for signing up to be a Santa House elf. We have filled 69% of our needed volunteer shifts. Please consider signing up if you have not yet done so.
- We've received several inquiries about the "other Santa." The response we're giving is "He quit when the DMI Board decided to utilize the Santa House during the summer months as an ice cream shop, but the Santa inside contributed countless hours to the house remodel and his costume. He's a downtown merchant and supports other Milford businesses." Please spread the word if you get asked.
- Our visitation numbers and donation dollars are currently less than last year – please send your friends and family to our Santa House.

Board Requirement

- All Board members are required to give \$50 to the organization's general fund, either personally or through a business. Please be sure to make your contribution before the end of the year.

Touch of Italy Response Letter

- A copy of the letter is enclosed with my report for the minutes record.
- Feedback from the community and merchants has been positive and appreciative. The organization received several press calls in response to the letter.

Recent Accolades

- Kent County Tourism 2018 Village of the Year; in partnership with Parks & Rec, the City, and the Chamber
- Southern Delaware Tourism New Event of the Year: Ladybug Festival – Milford; special thanks to Marcia Reed of Gallery 37 for nominating the event

Potential Vendors

- I've traveled to recent craft fairs between Harrington and Wilmington and collected business cards from artisans. The goal is to increase the caliber of artist vendors at Bug & Bud and to propose Milford as a site for their brick and mortar. If you visit fairs in the area, please consider also doing this and simply collect business cards. I'm happy to send those contacts an email with B&B and/or economic development information.

2019 Calendar of Events

- Please mark your calendar accordingly with any and all DMI events that interest you. Board participation at events is encouraged.
- Red means the event or event date is tentative

October Meetings/Events:

- 10/8: Ladybug recap with Gable Music Ventures
- 10/10: DMI/Chamber Quarterly Meeting: met with Jo and Darel; discussed DE Turf button program (Chamber is still undecided); committed to donating a Downtown Milford basket for the Chamber's Taste of Milford event
- 10/16 & 10/17: First State Manufacturing stocking cutting and sewing; Facebook live events
- 10/16: Promotion Committee Meeting
- 10/18: Marvel Saltmarsh Preserve ground breaking ceremony
- 10/29: Lunch with Eric Norenberg and Darel LaPrade to update Eric on Chamber/DMI relationship

November Meetings/Events:

- 11/1: DMI Annual Meeting; presented Annual Report
- 11/16: Santa House prep
- 11/19: Santa costume review
- 11/28: 105.9 talk radio interview; WRDE interview; picture for DE State News cover; all covering Touch of Italy response letter
- 11/30: Santa House elf

October Hours: 51

November Hours: 56.5

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Downtown Milford, Inc.
207 South Walnut Street
Milford, DE 19963
FOR IMMEDIATE RELEASE
November 27, 2018

Contact: Murrie Zlotziver, Executive
Director
302-839-1180
Director@downtownmilford.org

Dear Editor,

In response to recent negative news coverage regarding our Downtown District, we, the Downtown Milford, Inc. (DMI) Board of Directors, wish to counter Touch of Italy's Bob Ciprietti's comments.

Several years ago, DMI rebranded and part of the now-adopted rebranding statement explained our Downtown as this:

Our downtown is the heart of our creative transformation. Our galleries, shops, and performance spaces are gathering places for people from all walks of life. Our events allow us to celebrate the place we call home. We remain a center of commerce for a rural community, an escape from the pressures of urban life, and a community centered on family. We are the kind of place where a children's class inspires leaders, a landscape inspires artists, and a history inspires vision.

These words still ring true today, and Mr. Ciprietti's comments, therefore, misrepresent the heart of our City, the Downtown Historic District. In fact, there are currently so many positives in Milford, including, but certainly not limited to, being named the 2018 Village of the Year by Kent County Tourism earlier this month.

Recognitions like this are not happenstance. They are granted to communities who collaborate on one collective vision for a City. Our Downtown merchants are a strategic part of that collaboration and vision and we wholeheartedly support the men, women, and families who put their lifeblood into a brick and mortar in Downtown Milford. Owning a small business in a small town is no small feat and these community-centric business owners are doing their part to make Milford the best place to live, work, and play. We challenge Mr. Ciprietti to do the same in our great town. He currently owns a cornerstone in our Downtown District and the longer it goes undeveloped, the more he welcomes the unwanted behavior he so graphically describes.

As a designated Main Street organization, DMI must adhere to the Eight Principles of Main Street. The first of which is *Comprehensive: Downtown revitalization is a complex process that cannot be accomplished through a single project. For successful, long-term revitalization, a comprehensive approach must be used.* We, as a Downtown community, are working comprehensively to bring the Milford vision to life. Were we excited to learn three years ago that Touch of Italy would open a location in Milford? Yes!; but did we put all of our revitalization eggs in one Touch of Italy basket? No! At this point, the community has continued to develop as Mr. Ciprietti's building sits vacant. In the time he's owned the building in Milford, we've opened or expanded nearly 20 new businesses in Downtown. So, Mr. Ciprietti, while we would love to see you revitalize the old bank building into a community-driven restaurant, we want to be clear that our community is comprehensively booming with or without your business.

The DMI vision is that our community will become a unique and vibrant destination place, a welcoming focal point for community gatherings, and a desirable place to live, shop, learn, work, and enjoy recreational opportunities. We applaud our current business community for helping us bring that vision to life - #WeAreMilford.

Yours in service,
Downtown Milford, Inc. Board of Directors

Executive Director's Report
October/November 2018

Attended the following Committee Meeting:

Economic Vitality (2)	Farmers Market
Design (2)	Entrepreneur
Promotion (2)	Organization (2)

Additional Meetings:

City Sign Ordinance	Kent County Tourism
Chamber Quarterly	Ladybug Wrap-Up

Community Liaison

Kent County Tourism Awards
Community Conversation (2)

Press/Media/Advertising

Press Release Santa House	Press Release Shop Small Saturday
Press Release Holiday Stroll	Press Release Shop Early, Shop Late, Shop Local
Press Release Touch of Italy	Photo for DE State News
Ad in Beach Life	Ad in Southern Delaware Explorer
Ad Delaware Quaint Villages	Map & Official Visitors Guide
Interviewed by WRDE NBC	Phone interview Milford Chronicle Holiday Stroll
TV ad package ABC 47	

Grants/Sponsorships

Reviewing DE Division of the Arts New Grant Cycle

Ribbon Cuttings/Open Houses:

CNU Fitness
It's About Time
The Nook

Vinyard Project – Met with Architectural Alliance to discuss the scope of the contract and additional studies/materials available locally for them to review. Set a goal to move forward January 1, 2019 after a minimum of \$30,000 is raised through contribution from the City of Milford, Kent County Levy Court and Sussex County Council.

Sail Banner Project - First State Manufacturing has manufactured/delivered 20 large banners to be decorated by artists and placed along the Riverwalk. Additional 10 small banners were also made to be decorated and place along Walnut. These 10 will be offered to businesses to decorate for a \$200 fee to promote their business. Two businesses have committed (Gallery 37 & Milford Antiques).

Shop Early, Shop Late, Shop Local - All promotional materials (buttons, window posters, counter cards, kiosk poster) have been developed and printed. Distribution to participating businesses (18) has been accomplished. Kickoff will be Holiday Stroll with a 3rd Thursday December 20.

Big Ask Campaign – Brochure & insert completed & printed. Insert put in all brochures, envelopes all stuffed etc.

DE Turf Button working with Chamber and Kent County Tourism to finalize details.

Irish Music & Dance Concert – Eugenia Sparks has agreed to co-chair. Venue would be Jesus Loves Temple Friday March 15, 2019.

Jazz & Film Noir: Still on track for August 2019. No response from Riverwalk Theatre after extending an invitation to participate after reserving Jesus Love Temple.

Interviewed Lifecycle & Dolce

Comp Time: Oct/Nov Total Comp Time 6.25 Used 6.25 Friday Nov 30, 2018

10/9/2018 Design Committee Meeting

Attending:

Milly

Marcia & David

Jan & Joey

I. Milford in Bloom

Donations – Pat Sparks will be ending out letters soon

Holiday greens sale – Fundraiser will be joint project with the high school FFA. Milly has been meeting with Caitlin Walton and another FFA teacher. Extras will be ordered to sell at the end of Nov./early Dec.

II. Public Art Project

Sail banners will be placed in the park next spring. Nadia is ordering paint and nylon cord for lashing. No date as yet for artists to submit proposals for banners.

III. Design Guidelines

Milly met with the Milford Design Guideline group for the final approval of the guidelines. The city will pay for printing of the guidelines.

IV. Sign & Awning

There are no new applications

V. Miscellaneous Concerns

Quality of life issues were discussed such as the ever present and deafening siren, trucks and cars without mufflers racing through downtown

The raised beds could be used as a counter/bar area for events.....the dead yews would not be replaced and the living ones removed, making way for counter tops. Dave is checking into granite from Ancient Art Stone.

We have asked the FFA and Ag dept. at the high school if they can house our macho fern plants for the winter.

Nov. 14, 2017

Design Committee Meeting

Attending:

Murrie

Milly

Nadia

Ang

Joey & Jan

Dave & Marcia

Sonja Koeller (new member) sonjakoeller99@gmail.com

I. Signage and Awning Applications

A. Waytak Accounting - Committee decided to table the vote and have Murrie to chat with them about the large signs in the windows.

B. Imperial Nutrition – Committee voted yes to their request for the grant.

II. Public Art Project

Artwork for the sail banners is tabled until January.

There will be small sails for Walnut St. Business owners can be sponsors at \$200

III. Milford in Bloom

Greens hanging 12/2, 9AM, behind former music school. Murrie will talk to bakeries about goodies for the volunteers.

Fundraiser – Wreath sale is ongoing with delivery of the greens between Nov. 26-Dec. 2

Murrie did not know if letters for financial support had been sent out as yet.

IV Parking

David and Milly met with Rob Pierce, bringing signatures of support for one-way traffic on Walnut St., downtown. All merchants and/or property owners need to be in support before Rob will proceed with presenting council, etc. with our plan.

V. New chairperson needed for the Design Committee.

(There will be a December meeting)

Economic Vitality Committee Report October 2018

Present: Dan Bond, Walt Hepford, Peggy Reilly, Sher Valenzuela, Murrie Zlotziver, Pat Abel, Ed Simon, Eugene Helmick, Rob Pierce, and Stephanie Tatman.

Local Coordination – CCGM Economic Development Commission meeting was held on October 16th at Arena's. The attendees were grouped by four categories, Workforce Development, Real Estate, Marketing, and Business Development. Alice Rausch from Bayhealth spoke about Hospital plans. There will be a 5K on November 17th. An Open house is planned for January 19th. The new facility is expected to open in early February. Other business at the meeting included: Plans for an Economic Development Forum in February. This would include presentations of ways businesses can partnership with the school district to encourage training in career pathways, internships and job shadowing. A job fair sponsored by the Milford school district and the Greater Milford Chamber of Commerce is being planned for April 8th.

The October Conversation group met on the 18th at the Music School at 8:30am. Bayhealth CEO Terry Murphy was joined by several members of his staff. Mr. Murphy provided an update on the Sussex Campus. His talk included many details on the size and layout of the building. Some of his comments included a discussion of recruitment efforts. He estimated that There will be between 100 and 200 new jobs. He is very pleased that Nationwide will be taking over and redevelop the old site. Nationwide is expected to create about 300 jobs.

Building Inventory demo - Rob showed us the file on his computer. The map is detailed and shows the outline of buildings. Data available include: building status, owner, address, phone number. The file looks like a useful economic development tool. Bill and Eugene are checking out the list and will meet with Rob to help with updates.

Vinyard Shipyard. Dan and Sher reported. The submitted RFP's were reviewed and Architectural Associates will be awarded with a contract. The initial contract will be somewhere between \$50,000 and \$60,000. Dan mentioned that the site is on both sides of the River and includes more than the Vinyard Shipyard. Dan estimated that the area would cover 50 acres. The site would be suitable for many uses: housing, recreation, historical components, performances, and an aquarium. Sher suggested the establishment of a task force to head the project.

Recruitment. Pat suggested that we establish a central depository listing for potential clients (businesses). We need a formal plan of action and a way to better coordinate recruitment efforts.

Literature distribution Update - Eugene reported that Milford brochures have been distributed to 10 to 11 locations/organizations. He and Bill will follow-up in the near future to see if these locations need additional brochures. We are partnering with the Chamber on this project.

Entrepreneur Network- Peg mentioned that there is a new business in town. It is Cruise Planners. Her group will not meet in October as she will be out of town.

Farmers Market - Walt reported just fair success for the Farmers Market this year. There were several days of poor weather during the season. We need more vendors for 2019.

Director's Comments. Murrie suggested that 3rd Thursday be held every month even in the Winter. There should be more emphasis on shopping. Events are important but do not need to occur with 3rd Thursday functions.

Volunteer Hours. Ed 6, Farmers Market 20, Sher 9, Walt 7, Dan 12, Bill 9, Pat 2, Peg 22, Eugene 7 Total 94

Economic Vitality Committee Report November 2018

Present: Peg Reilly, Sher Valenzuela, Murrie Zlotziver, Bill Pfaffenhauser, Pat Abel, Ed Simon, Eugene Helmick, and Greg Boyce.

Peg Reilly chaired the meeting in Walt Hepford's absence. There were introductions held. We welcomed Greg Boyce, Chief Financial Officer of First State Manufacturing.

The meeting's main topic was to identify roles for EV Committee.

Building Inventory-Rob/Eugene/Bill: Bill and Eugene discussed the progress that has been made with the building inventory file. They have met with Rob Pierce who maintains the master file. Updates have been finalized and Rob will make a final check of the listing. As of now Bill and Eugene feel the list is current. Next steps will be a periodic review of businesses and updates made when needed.

Literature Distribution – Bill/Eugene – Distribution went well and has been completed. Plans will be made to follow-up and provide additional copies as needed.

Vinyard Shipyard. Sher reported regarding the initial plans and process of the project. She distributed a paper "Vinyard Shipyard Project" This document provided information about ship building history in Milford and an update of activities thus far. It listed meetings that have been held and who will be contacted soon.

Recruitment – Pat/Murrie/Peg –

Focusing on certain businesses – Always looking for more retail establishments rather than services. Pat suggested use of ads and media opportunities to help recruit. With the hospital, vineyard coming about we should be seeking certain businesses.

Process for bringing businesses to town – Over a year ago Pat and Bill worked on papers with information about Milford and its advantages and reasons why businesses would want to come here. The material also provided a plan on who to contact. Creating an Intake sheet. Peg said she would work on this. Lead process and assignment. We have a plan that needs to be revisited. It will be distributed and reviewed.

Sher suggested we get a listing of businesses we would like to recruit and do a blitz by inviting them into town and giving a presentation on why they would want to have a business in Milford.

Peg also suggested we attend 1 million cups at DeITech and she will check into when the meetings are held.

Updates:

Entrepreneur Network – Peg will provide details at our next EV meeting. The November meeting had not yet been held.

Local Coordination – CCGM Economic Development Commission meeting did not meet in November so there was no report

The November Conversation group meeting featured Dan Bond who discussed the Vinyard Project. Dan's talk included a PowerPoint with numerous historic pictures and a history of how

important the ship building industry was to Milford. He spoke of the work done by having briefings for a wide range of audiences.

Farmers Market - The Fall Market was held on November 17th. It was well attended. There were mostly craft vendors there. It was a good day.

Director's Comments. Murrie discussed plans for Shop Small Business Saturday. He suggested that 3rd Thursday be held every month even in the Winter. Food trucks will be present during the warmer months. There should be more emphasis on retail shopping. Events are important but do not need to occur with 3rd Thursday functions. They can occur at different times/days. He has printed Shop Milford Buttons that will allow customers to receive 15% discounts These will be honored on 3rd Thursdays. Another item was that Santa's house looks great.

Volunteer Hours: Dan 40, Peg R 25 hours, Sher 30, Bill 6, Ed 6, Eugene 6, Walt 4, Lisa 2, Pat 2, Farmers 20, Total 141

Downtown Milford Entrepreneur Meeting Minutes
November 27 2018

The meeting began with networking and introductions from the various businesses attending.

John Mullura announced a photo session sale that is 20% off and is good through August.

Susan Austin from Cruise Planners announced the best time to book a vacation is now as no one is thinking about vacations!

Claudia Leister gave a presentation on the Milford museum. The museum is state owned. They received 3000 visitors this year from 25 states and 5 countries. They will be opened for the Holiday Stroll and are selling ornaments of the Museum and Causey Mansion for \$20.00. The museum is open Tuesday-Saturday from 10-3:30 pm. The group learned many interesting things about Milford and the history within Milford.

Mike Fox from Splash gave a presentation on a new networking group called BANG that will begin meeting on the 1st and 3rd Tuesday at Petit Sweets beginning at 6:00 pm. The mixer will be affordable to all businesses. The next one is Tuesday, December 4th at 6:00 pm.

Peg Reilly began a discussion based on what the Economic Vitality Group under Downtown Milford, Inc. and businesses that we would like to see coming into Milford. Some of the businesses being focused are Book Store, Music Store, Movie Theatre, Mens Clothing Store, Art Supply Store, Recreational Businesses, and stores that appeal to Millennials sometimes called the 3rd space. The discussion added more restaurants, a co working space for professionals and entrepreneurs, meats/cheese and wine store, high end shoe store. All these ideas will be discussed with the Economic Vitality group and updates will be given on a monthly basis. If any businesses have any leads please do not hesitate to send them to Murrie Zlotziver or Peg Reilly.

Peg Reilly announced on behalf of Murrie Zlotziver that the Holiday Stroll will be upcoming on Friday December 7th starting at 5:00 pm. 3rd Thursday

will no be held monthly throughout the year, some will have events, some will not. Food trucks will come back in the spring until fall and the street will be closed for the trucks. A 3rd Thursday button will be kicked off at the Holiday Stroll. Wear this button on 3rd Thursday and shop in the participating shops and get a special 15% off of an item of the shops choice.

Eric Norenberg from the City of Milford announced a program being offered in Milford for LED lights called efficiencysmart.org Eric also commented that he has received and seen even from this meeting positive comments about Downtown and hope we can all keep up this positive vibe for Downtown.

The meeting was open for discussion and a question was asked about Small Business Saturday. It was overwhelmingly successful, awesome and busy! All good words to hear...It was suggested to see if there might be a High School group that would want to gift wrap in stores as volunteers during the season.

Since the next meeting would be held on December 25th, it will be postponed until January 22, 2019.

I would like to thank all of you for your participation this past year in this group and I look forward to working with all of you in the New Year. I wish you all a wonderful Holiday Season!

Peg Reilly

Promotions Committee Minutes – 10.16.18
6:00-7:00 p.m. @ DMI Office

Attendees: Nina Pletcher (Committee Chair), Rachel Hickerson , Sandy Gullede, Peggy Reilly, Sherrie Shupe, Cheryl Clendaniel, Jennifer Contravo, Murrie Zlotziver (DMI Executive Director), & Sara Pletcher (DMI Board President)

Called to Order: by Nina Pletcher at 6:03 p.m.

1) Old Business

- a) Ice Cream Project @ Santa House – Murrie
 - i) No statistics available but satisfied and coming back next year.
 - ii) Proposed season will be May 1-Sept. 30.

- b) Birthdays Party Recap – Sara
 - i) Going to do the event every 5 years based on feedback and budget.

- c) Ladybug Festival – Sara & Murrie
 - i) Deemed a success~2500 to 3000 participants
 - ii) Foot traffic and sales for local businesses was positive
 - iii) Budget increased for next year which will increase artist and vendor participation
 - iv) Sold out of t-shirts; took orders
 - v) Surveys were sent out to venues; awaiting summary
 - vi) Next year: September 21, 2019

- d) Holiday Stroll - Rachel
 - i) Event date: December 7th; 5:00-8:00 pm
 - ii) Concern- only 6 businesses were signed up as of last week
 - (1) Updated list; it has doubled since last week
 - iii) Window decorations – encouraging business to do this but no judging this year
 - iv) Rachel will create a one page flyer w/basic information and Peggy will distribute to businesses
 - v) Change to map will include carriage route. Peggy needs this for City of Milford.
 - vi) Entertainment recruitment is going well~Irish Rose and Music School have committed at this point.
 - vii) Handbells-discussed having them perform; Sherrie will follow up.
 - viii) Discussed church choirs~need personal contacts for them.
 - ix) Volunteer list will be posted soon.
 - x) Need to hire a “flagger” for carriage rides. Murrie will handle.

- e) Santa House - Nina
 - i) Saturday, 11/24 Santa will arrive via fire truck; communication is occurring w/fire company
 - ii) A Santa has been found; still need a back-up Santa
 - iii) First State Manufacturing is the vendor for the stockings.
 - iv) Senior Center dates have been set for stuffing.
 - v) Volunteer list will be posted; letter explaining duties has been edited for volunteers; photo elf needs training
 - vi) Flyers: need to be printed; TLC will do this. Child care centers need flyers also.
 - vii) Candy needs to be purchased or donated for stockings. Peggy may have a donor.

- f) Shop Small Saturday: Saturday, 11/24 - Murrie
 - i) Doing balloon raffle (\$1 a pop) w/various monetary gift certificates in them.
 - ii) Peggy will be doing gift wrapping in back of Gallery 37.
 - iii) Received a box of goodies, such as canvas shopping bags. Will be distributed to stores.

- g) Pub Crawl - Murrie
 - i) Discussed pros/cons of orchestrating this event.
 - ii) Explored alternative ideas and discussed pros/cons of these.
 - iii) Committee's recommendation to DMI is to explore an alternative to the Pub Crawl.

- h) Bug & Bud
 - i) Not discussed
 - ii) Need co-chairs

- i) Film Noir – Murrie
 - i) Talked w/Pastor Shockley @ Jesus Love Temple and he is willing to host.
 - ii) Need a co-chair w/Murrie.
 - iii) Will be held in August 2019.

2) New Business

- a) Budget Update – Nina
 - i) Has been prepared and voted on at board meeting.

- b) Big Ask Event – Murrie
 - i) Asking donors once a year for major donations rather than an ongoing process.
 - ii) Have developed a trifold brochure for distribution.
 - iii) Sponsor levels come w/different privileges with each event.

Next Meeting: Changed to Tuesday, November 13th @ 6:00 p.m.~DMI office

Adjourned: by Nina Pletcher at 7:36 p.m.

Submitted by: C. Clendaniel

Promotions Committee Minutes – 11.13.18
6:00-7:00 p.m. @ DMI Office

Attendees: Nina Pletcher (Committee Chair), Rachel Hickerson , Nancy Phillips, Pat Hibbert, Peggy Reilly, Sherrie Shupe, Cheryl Clendaniel, Jennifer Contravo, Mandi and Matt Tierney & Murrie Zlotziver (DMI Executive Director)

Called to Order: by Nina Pletcher at 6:01 p.m.

Introductions

1) Old Business

- a) Holiday Stroll - Rachel
 - i) Event date: December 7th; 5:00-8:00 pm
 - ii) On target w/planning
 - iii) New things-petting zoo w/horses and alpacas, more live music
 - iv) Need status of volunteers; Murrie provided link
 - v) Reviewed flyer
 - vi) Buttons
 - (1) 16 businesses have agreed to 3rd Thursday and other openings and use buttons as a marketing/branding item
 - (2) Businesses will offer 15% of a particular item or service of their choice
 - (3) Will distribute at Holiday Stroll and 3rd Thursdays
 - (4) Shoppers must wear button to receive 15% discount~press release going out to explain buttons

- b) Santa House - Nina
 - i) Is in process of being redecorated
 - ii) Flyers have been delivered to district office for elementary schools, child care centers have been sent link or flyers were provided
 - iii) Need volunteers; interested individuals can go to DMI's facebook page for sign up invite
 - iv) Stockings are ready to go

- c) Shop Small Saturday: Saturday, 11/24 – Murrie & Peggy
 - i) Ready to go
 - ii) Gift wrapping 11-4

- d) Pub Crawl - Murrie
 - i) Have been encouraged to rethink our last vote and discussion
 - ii) Will only be the tasting aspect in the businesses; restaurants will do their own thing
 - iii) Peggy and Rachel will chair this feature and would like to see Work Plan from last year
 - iv) Planning to do an Irish concert @ Jesus Love Temple Friday evening
 - v) Murrie and Eugenia are co-chairing this aspect
 - vi) Need to ascertain the interest level of the businesses in January

Motion: To revisit the pub crawl with discussed changes by P Reilly. Seconded by J. Contravo.

- e) Bug & Bud
 - i) Still need a chair and/or co-chairs

- f) Film Noir – Murrie
 - i) No updates
 - ii) Looking for a co-chair

2) New Business

- a) Minutes Voting – Nina
 - i) Not necessary to do this as they are not posted.

- b) Tracking Volunteer Hours – Murrie
 - i) Add column to Work Plan for volunteer hours
 - ii) Committee time counts as volunteer hours
 - iii) Need to submit monthly

- c) E-mail Response
 - i) Members need to complete the link to continue to receive communication
 - ii) Responses are due by December meeting

Next Meeting: No meeting in December; January 15th @ 6 pm DMI office

Adjourned: by Nina Pletcher at 7:03 p.m.

Submitted by: C. Clendaniel

DMI 2019 Calendar of Events

Month	Event	Date(s)	Committee	Chairs
January	Board Meeting	NO MEETING		
	Third Thursday	Thursday, January 17	Economic Vitality Committee	Peg Reilly, Entrepreneurs Network
February	Board Retreat	Saturday, February 2		
	Third Thursday	Thursday, February 21	Economic Vitality Committee	Peg Reilly, Entrepreneurs Network
March	Board Meeting	Thursday, March 7		
	Third Thursday	Thursday, March 21	Economic Vitality Committee	Peg Reilly, Entrepreneurs Network
	Irish Concert	Friday, March 15	Promotions Committee	Eugenia Sparks (co-chair) & TBD
	Pub Crawl	Saturday, March 16	Promotions Committee	Peggy Reilly (co-chair) & TBD
April	Board Meeting	Thursday, April 4		
	Third Thursday	Thursday, April 18	Economic Vitality Committee	Peg Reilly, Entrepreneurs Network
	Easter Flower Sale	Thursday, March 29 - Saturday, March 31	Design Committee	
	Bug & Bud Festival	Saturday, April 27	Promotions Committee	B&B Festival Committee
May	Board Meeting	Thursday, May 2		
	Farmers Market	Saturday, May 4, 11, 18 & 25	Economic Vitality Committee	Melissa Pingue, Farmers Market Committee
	Sail Unveiling Picnic	TBD	Design Committee	
	Third Thursday	Thursday, May 16	Economic Vitality Committee	Peg Reilly, Entrepreneurs Network
	Milford in Bloom	Sunday, May 20	Design Committee	
June	Board Meeting	Thursday, June 6		
	Farmers Market	Saturday, June 1, 8, 15, 22 & 29	Economic Vitality Committee	Melissa Pingue, Farmers Market Committee
	Father's Day Event	Saturday, June 16	Promotions Committee	
	Third Thursday	Thursday, June 20	Economic Vitality Committee	Peg Reilly, Entrepreneurs Network
July	Board Meeting	NO MEETING		
	Farmers Market	Saturday, July 6, 13, 20 & 27	Economic Vitality Committee	Melissa Pingue, Farmers Market Committee
	Third Thursday	Thursday, July 18	Economic Vitality Committee	Peg Reilly, Entrepreneurs Network
August	Board Meeting	Thursday, August 1		
	Film Noir & Jazz Festival	Friday, August 2	Promotions Committee	TBD
	Film Noir & Jazz Festival	Saturday, August 3	Promotions Committee	TBD
	Farmers Market	Saturday, August 3, 10, 17, 24, & 31	Economic Vitality Committee	Melissa Pingue, Farmers Market Committee
	Light Up the River			
	Third Thursday	Thursday, August 15	Economic Vitality Committee	Peg Reilly, Entrepreneurs Network
September	Board Meeting	Thursday, September 5		
	Farmers Market	Saturday, September 7, 14, 21, & 28	Economic Vitality Committee	Melissa Pingue, Farmers Market Committee
	Third Thursday	Thursday, September 19	Economic Vitality Committee	Peg Reilly, Entrepreneurs Network
	Ladybug Music Festival	Saturday, September 21 (rain date: 9/22)	Promotions Committee	Ladybug Festival Committee
October	Board Meeting	Thursday, October 3		
	Fall Wreath Sale	Saturday, October 5	Design Committee	
	Farmers Market	Saturday, October 5	Economic Vitality Committee	Melissa Pingue, Farmers Market Committee
	Third Thursday	Wednesday, October 16	Economic Vitality Committee	Peg Reilly, Entrepreneur Network
November	Board Meeting	Thursday, November 7		
	Fall Market	Saturday, November 23	Economic Vitality Committee	Melissa Pingue, Farmers Market Committee
	Small Business Saturday/Third Thursday	Saturday, November 30	Promotions Committee	TBD
	Santa House	Saturday, November 30	Promotions Committee	Nina Pletcher
December	Milford in Bloom - Winter Greens	Sunday, December 1 (tentative)	Design Committee	
	Board Meeting	Thursday, December 5		
	Holiday Stroll	Friday, December 6	Promotions Committee	Pat Sparks
	Third Thursday	Thursday, December 19	Economic Vitality Committee	Peg Reilly, Entrepreneurs Network
	Santa House	December 1, 6, 7, 8, 13, 14, 15, 20, 21, 22	Promotions Committee	Nina Pletcher

Downtown Milford, Incorporated

Office	First	Last	Phone
President	Sara	Pletcher	302-519-6767 (cell)
Vice President	Peggy	Reilly	302-858-8283 (cell)
			302-424-1552 (home)
Secretary	Pat	Sparks	302-373-0325 (cell)
Treasurer	Robert	Starkey, CPA	302-422-0108 (work)
Member	Matt	Babbitt	302-422-0847 ext 102 (work)
Member	Denise	Morris	302-542-1269 (cell)
Member	Jason	Peel	302-233-5457 (cell)
Member	Cat	Perfetti	570-730-7543 (cell)
Member	David	Pickrell	302-388-0246 (cell)
Member	Lang	Redden	302-404-4224 (work)
Member	Kelly	Turner	302-542-1828 (cell)
Member	Sher	Valenzuela	302-682-74373 (cell)
Member	Tod	Van Eyken	302-422-4453 (work)

ted Board of Directors 2018-2019

Email	Term	Eligibility
sara@downtownmilford.org	2nd term (ends 10/31/19)	3rd term
pegreilly13@gmail.com	2nd term (ends 6/30/20)	3rd term
orgcomm@downtownmilford.org	3rd term (ends 10/31/19)	none
bob@rgscca.com	3rd term (ends 10/31/19)	none
matt@delnature.org	1st term (ends 6/30/19)	2nd/3rd terms
denisesmorris@gmail.com	1st term (ends 6/20/20)	2nd/3rd terms
JPeel@msd.k12.de.us	1st term (ends 6/20/20)	2nd/3rd terms
delawarebrandingcompany@gmail.com	1st term (ends 6/20/20)	2nd/3rd terms
dpickrellmd37@gmail.com	2nd term (ends 6/30/20)	3rd term
lightuptheriver@downtownmilford.org	2nd term (ends 6/30/20)	3rd term
kelly@mastenrealty.com	filling a term (ends 6/30/19))	1st/2nd/3rd terms
svalensuela@firststatemfg.com	1st term (ends 6/20/20)	2nd/3rd terms
tvaneyken@bgclubs.org	1st term (ends 6/30/19)	2nd/3rd terms