

Downtown Milford, Inc.
Board of Directors
June 7, 2018

The meeting was called to order at 6:05 PM.

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

Executive Director: Murrie Zlotziver

Guests: Patrick Abel, Don Arbutin, Dan Bond, Minor Hardin, Nina Pletcher

The minutes of the May meeting were accepted as submitted. The motion was made by Peg Reilly; seconded by Tod Van Eyken, and approved by all board members.

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

Executive Director: The report was included in the Board packet
➤ WBOC will be contacted to attend the Bike Rack dedication.

Treasurer's Report: The report was distributed at the meeting
The Treasurer's Report was accepted after a motion by Pat Sparks, seconded by Tod Van Eyken, and approved by all board members.

Vinyard Shipyard Update:

- Dan Bond spoke to the Board regarding the Vinyard Shipyard project. Funding is needed to hire someone to help with the plan. Estimated cost could be from \$30,000 to \$80,000. Dan began initial work on the RFP; Murrie Zlotziver and Rob Pierce are revising it.
- How does the project fit into the five year plan? The city has been looking at utilizing this land in some way, so what Downtown Milford, Inc. envisions for the property does fit into the five year plan.
- Once we have the final RFP, the Board will need to vote to move forward on funding. It was suggested that DNREC might be a source for some funding.

Strategic Plan:

- ❖ The Strategic Plan was accepted after a motion by Peg Reilly, seconded by Lang Redden, and approved by all board members.

Design Committee: The report was included in the Board packet

Economic Vitality: The report was included in the Board packet

- ❖ Entrepreneurs Network:
 - ❖ Liz Keller from Delaware Tourism has indicated that Downtown Milford, Inc. can piggyback off their sponsorship of DE Turf for advertising purposes.
 - ❖ June 3rd Thursday theme is Arts and Artisans

Organization Committee: The report was included in the Board packet

- ❖ Pat Sparks will check with SaraKate Hammer regarding the letters for the Spring/Summer fundraising campaign.

Promotion Committee: The report was included in the Board packet

Old Business:

- ❖ Ice Cream Shop update:
 - King's Ice Cream from Lewes is very interested. We are meeting with the Public Works department regarding the electric. We need to install a meter. Electric will be billed directly to King's.
 - There was discussion regarding the theme again. It was suggested that we let summer be summer. After a motion by Bob Starkey, a second by Lang Redden, and approval of all board members, it was agreed that there would be no theme tying the Ice Cream Shop to Santa or Christmas.

New Business:

- ❖ There will be a First Look at Touch of Italy in November. It will be a ticketed event with proceeds going to Downtown Milford, Inc. Peg Reilly will continue to share information regarding this event.

There will be no July Board of Directors meeting. After a motion by Pat Sparks, seconded by Matt Babbitt and others, approved by board members, the meeting was adjourned at 7:51 PM.

Respectfully submitted,

Pat Sparks
Secretary

President's Report
May 2018

Ladybug Music Festival Update

- We're at \$18,200 currently, including DMI's original \$5k investment that we hope to recuperate from a \$5k DE Division of the Arts grant in July
- Bayhealth turned us down
- Nationwide came in at \$250 (social media sponsor)
- Conference call on May 23 with Gable discussed updates and we setup bi-weekly conference calls.

City Council Budget Meeting: Murrie and I will present to City Council at their budget meeting on Monday, June 4. Included in my report is the presentation we will give. I will provide an update at our meeting on the result of the Budget meeting. We are asking for \$45k this year and a percentage increase each year for the next four years.

May Meetings/Events:

- May Design Committee meeting on May 8. This was my one additional meeting for the month.
- Promotion Committee meeting
- Murrie and I met with Mayor Archie Campbell and Ward 1 Councilman Michael Boyle on Friday, May 18. We walked through the presentation we gave to the Economic Development Committee with them in preparation for the Budget meeting. They were receptive to our ask.
- On May 1, I met with Stephenie from Dolce about some DMI concerns. The meeting was worthwhile and settled some uneasy air between DMI and a downtown business. I also gave her the first right of refusal to open an ice cream business in the Santa House. She ultimately turned us down.
- Annual People's Place breakfast on May 16 as a DMI representative
- I attended the Lions Club Dinner on May 24 with Murrie to accept the grant we received for the Sail Banner Project. 25 organizations applied for \$170k worth of projects. \$69k was awarded to 21 organizations. We are lucky they funded our entire project at \$2,500.

Middletown, DE: I took a trip to Middletown, DE on May 25. It was great to walk around the town, drop business cards, educate about Milford, get ideas we can apply to Milford, and encourage business expansion here. I even met the Middletown Main Street president, Amber, who owns a downtown business. Everyone I spoke to was impressed with DMI and what we're doing in Milford.

Intern Madi: It is my goal to hire Madi for the summer, working 20 hours a week at \$10/hour. The City may have some money to contribute and Murrie is researching this option. If not, I'd like to pay her from the Pub Crawl money we raised and any ice cream vendor rent income.

We can discuss this at the meeting if anyone disagrees with this. As a side, this is part of a bigger community goal: give our students a reason to come back to Milford.

Strategic Plan: I spent a good amount of my hours this month editing and branding our strategic plan. Please review it (included in your Board packet) before the meeting so we can vote to approve the Plan.

Santa House letters: We received a number of letters and phone calls dissenting our decision to turn the Santa House into an ice cream shop. They're included in my packet as a FYI. Read them only if you wish.

May Hours: 72



Sara Pletcher <sara@downtownmilford.org>

Fwd: Repurposing of Santa House-REALLY!!!

DMI Director <director@downtownmilford.org>
 To: Sara Pletcher <sara@downtownmilford.org>

Tue, May 29, 2018 at 8:33 AM

FYI

----- Forwarded message -----

From: **Walton Johnson** <walton.johnson@me.com>
 Date: Mon, May 28, 2018 at 2:14 PM
 Subject: Repurposing of Santa House-REALLY!!!
 To: director@downtownmilford.org

>
 > To Whom This May Concern,
 >
 > I could not believe what I was hearing and reading about our Milford Santa House. First of all this is Santa and Mrs. Claus's house! I really don't think Santa would appreciate intruders dressed up as elves selling ice cream in the summer while he and the real elves are getting toys and presents ready for this upcoming Christmas in the North Pole.
 > The Milford Santa House has special meaning to children of all ages. It is not a commercial business to gain income from! We don't even need any more ice cream places in town. Dolce already has local Lewes Dairy ice cream and sodas, Petit Sweets has local Hopkins ice cream and ice pops from Summer J - Both Downtown!!! Then we have Dairy Queen and Rita's. Also, who is going to pay for all the additional equipment and construction needed? Who is going to volunteer to be an ice cream elf? By the time DMI is finished with their "offseason" usage there won't be any room or house for Santa and Mrs. Claus to come back to in late November. Sounds a lot like other buildings and history that have been destroyed in our town, all because of the love for more dollars and not doing enough research on the impact it may have to our community.
 >
 > The Santa House was constructed and given in love to our Milford community FOR Santa and Mrs. Claus to visit hundreds of Children each year. I have lived here all my life and have visited our Santa House almost every year even back when it was on the corner of the Marvel Agency. The town used to move it in and out every year, and we always knew when Santa was coming because the house would be put back in place just before his arrival. How exciting it was! Now, we have been blessed with a beautiful permanent Santa House where all the children can watch and anticipate the coming of the Claus's all year long. I cannot imagine what a child would think if they saw a bunch of "fake" elves trying to sell Santa themed ice cream out of his house. As I stated before, they all know the real elves are at the North Pole right now getting ready for Christmas.
 >
 > Our downtown needs a lot of revitalization and real investment now!!! This idea though will not bring anything to Milford. Take your family out for an ice cream and fun to one of the wonderful ice cream places we already have and enjoy this summer treat and beautiful weather with each other 🕶️
 >
 > Thanks,
 >
 > Walton & Lisa
 >
 > Walton & Lisa Johnson
 > Sunset Cove
 > [3 Haven Lake Avenue](#)
 > [Milford, Delaware 19963](#)
 > (302) 422-1086
 > walton.johnson@me.com

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 Murrie A. Zlotziver, ED

May

28, 2018

To DMI

It has come to my attention that the plan for the Santa House in the downtown area has been changed. As one of dozens of elves who has cut out and/or sewn thousands of stockings to be filled with candy and given out to the area children who come to see Santa, I am deeply disappointed that this single-purposed building, funded by donations for this express purpose and program, is being changed into a commercial use endeavor.

Christmas is a unique season, and holiday traditions around this season are precious. My 3 girls were grown and gone long before Beverly and Russell had begun their years of service to this project. Santa Clauses in those "early" days were courageous volunteers, but did not hold a candle to Cookie and Minor Hardin who are outstanding in the roles they play. THAT is what makes this project so very unique.

It is my considered opinion that there should be more thought given to this new proposal. Would it be possible to use the Santa House during Spring, Summer and Fall for the new purpose, but reserve the few weeks between Thanksgiving and Christmas for Santa to come as before? I think the Downtown area IS very special during the holiday season, and the addition of an ice cream shop would NOT add significantly to that time of year, especially without the Santa Claus experience that children look forward to.

A year-round Christmas-themed ice cream store sounds cute, but is it really feasible? Is an ice cream shop honestly going to attract patrons year-round?

I feel that it is always important to examine what we do as a community, but anyone who has seen the long lines at the Santa House knows that this is a much anticipated yearly event! Please do not disappoint families and children by taking away this precious tradition.

I am a fan of the work that your committee does, and the wonderful activities and events that you sponsor and provide for Milford and the surrounding area. I know that you are always on the look out for new and creative ways to showcase Milford. The Santa House, as the Santa House,

is very important.

Sincerely,
Pat Fisher

SANTA'S HOUSE IS NOT A PARLOR

Santa's House has been a tradition in Milford for as long as 80 years. I remember being amazed to see it when our family moved to Milford in 1947. The wonder and anticipation for Santa to return there each year made downtown Milford unique. However, it was not the only reason people came to downtown Milford. Saturday nights were spent parking on Walnut Street to watch people go by and to visit with those you knew. People came to downtown Milford with a purpose in mind....to buy shoes at Lou's Bootery, to purchase needed supplies at Hume's Hardware or Pierce Hardware and to shop for clothes from Penny's Department Store and Coopersmith's dress store to name a few. I remember our parents taking my older brothers to Gavatos' for ice cream to celebrate the good grades they got in school. There were lots of reasons to go downtown; the banks were there and so was the grocery store. My maternal grandmother even visited Milford to go see a Broadway show at the Schine Theater. On Saturday mornings my brothers and I rode our bicycles from Lincoln to go to the Library and then to see a movie show afterwards. Downtown Milford was the hub of the community for lots of reasons.

The tradition of the Santa House has continued. More recently through the volunteer leadership and support of the community Santa's House has been rebuilt. Families from Milford as well as nearby towns have brought their children to visit with Santa and Mrs. Claus, telling them their hopes and dreams, having their pictures taken with Santa and going home with a handmade felt stocking (made by volunteers in the community) filled with candy. Santa's House has been such a success other communities have contacted us for the plans to emulate this effort for their own towns. The success of Santa's House in downtown Milford needs to be applauded and remain the tradition it has always been. I was very disappointed to learn of the plans to turn it into an ice cream parlor.

Downtown Milford, Inc. should build on existing venues along the Mispillion Riverwalk to improve and enhance our downtown. **The Mispillion River runs through downtown.** Let's continue to build on that theme. Today I opened the Delaware Today Magazine to read about The 2018 Shipyard Summer Concert Series. At first glance I thought "Great, Milford is doing this". Instead I was again very disappointed to realize it was being held in New Castle County on the Christina River with events ranging from weekly concerts to riverboat rides and children's museum events throughout the summer. The Milford community needs to build on our existing attractions. We have the Mispillion River Greenway (1.8 miles from Goat Island to Silver Lake). We have the shipbuilding history and venue. We have a terrific Milford Museum. Why not build on these things that are intact and available. Why not use the lobby of the Second Street Theater as an ice cream venue. Milford also has Dolce selling ice cream on Walnut Street. Let's keep Christmas Christmas and use our existing historic sites to enhance and promote the quality of life in Milford.

Helene Diskau



Sara Pletcher <sara@downtownmilford.org>

Fwd: santa house

DMI Director <director@downtownmilford.org>
To: Sara Pletcher <sara@downtownmilford.org>

Thu, May 17, 2018 at 10:37 AM

FYI

----- Forwarded message -----

From: **JOHN EICHMAN** <johneichman07@comcast.net>
Date: Thu, May 17, 2018 at 10:31 AM
Subject: santa house
To: director@downtownmilford.org

To The Board of Directors,

In response to the decision regarding the SANTA HOUSE.....

Leave it to those who want everything to bring in the money.....and that seems to be the bottom line.

NO NO NO A THOUSAND TIMES NOOOOOOOOOOOOO

That is not what that was built for by the money donated in good faith to build the SANTA HOUSE.

LEAVE IT BE DMI AND KEEP YOUR HANDS OUT OF THE POCKETS OF THE MANY VOLUNTEERS

WHO FINANCED THE SANTA HOUSE!!!!

VOLUNTEERS,

JOAN AND JOHN EICHMAN



Sara Pletcher <sara@downtownmilford.org>

Fwd: Santa house plans

DMI Director <director@downtownmilford.org>
 To: Sara Pletcher <sara@downtownmilford.org>

Tue, May 15, 2018 at 1:48 PM

FYI

----- Forwarded message -----

From: **Charles G** <cmgray812@aol.com>
 Date: Tue, May 15, 2018 at 1:43 PM
 Subject: Santa house plans
 To: director@downtownmilford.org

Downtown Milford Santa Themed Ice Cream Shop

How often do children visit Santa's house through the year? Is it a special place for a once a year special occasion? Is the fable weakened by a stretched story so commerce and the mighty dollar can prevail.

Does your strategy include complimenting the assets you have or does it cause competitive hardship?

The Board may have already asked and answered these questions; however, may not have weighted them properly. Will less children attend when Santa arrive because they now have a favorite flavor only available in the summer? Will Santa's house just be another pop up Santa room like at the mall?

Secondly, this is a second duplicate business in downtown....two bike shops and two shops with ice cream. Dolce' has been a very good staple business in Downtown. At one point they decided to offer ice cream to strengthen their bottom line. Now from within downtown, direct competition is being recommended, encouraged AND solicited.

Thirdly, with all do respect, third Thursday is a noble attempt. Unless the group of retailers are serious and remain open later on a continual basis, customers will be disappointed when they attempt to return and find the storefronts are only open one night a month.

And finally, the letter puts alot of pressure on a small ice cream shop to stay open past 530 when no one else is willing to make the same investment. They will have rent, payroll and operating expenses too.

How about investing more in promotion of what we have downtown. Promote shopping more than just at Christmas and holidays. Promote a theme and match dollar for dollar on ad spend or slogan and ask all shops to promote theme in advertising media buys.

What happened to the building to be at old warrens space with retail and condos?

Doesn't the pikus building lose historical significance by replacing outer walls with aluminum studs? Where is the historical preservation?

Yes, I am an advocate for downtown, always have been when it is done right. Here it goes....did you know Milford lost a very successful conduit for families when the skating center was shut down in a very dishonest way and "the plan" was supported and kept hush hush. Guess what was missing at your events? Families with children that attended your events and then went skating for free while their parents could relax or enjoy more of your event. AND this minority owned business was open after 530 and on the weekends. Not only were there locals but visitors travelling two hours away to specifically enjoy roller skating. PLUS, hundreds of families celebrated birthdays, school fundraisers, hockey and roller derby...all downtown. Families could count on a good time every weekend ...in downtown. NOW, you have a business with windows that closes at 530 and never open on weekends, and never participates in events with opening their doors.

Yet, your new strategy includes trying to get more people to frequent downtown after 530...I am left forever shaking my head. I just read where another developer is coming to town to build high rent office space at the old Fisher building. Closes at 530 and on weekends, what does the city and DMI have as far as mechanisms to make sure there is an equal balance of service and retail? If developers are unharnessed in their approach on downtown, we will lose it easily. Pretty buildings that go dark at 530 and silent on the weekends.

5/30/2018

Downtown Milford, Incorporated Mail - Fwd: Santa house plans

For those that think I am just complaining...here are my solutions. In closing, let Santa's house be a memory and somewhere to open just for the big man. Why not get artsy and create removable walls that can share a mural created by local school students....spring theme, summer theme, autumn theme, etc. Add the higher importance of working with your shop owners instead of either against them or creating competitive hardship. Promote the goods and services here now.

Best wishes for success.

Charles Gray
Milford, Delaware

Sent from AOL Mobile Mail

--

Murrie A. Zlotziver, ED
Downtown Milford Inc.
[207 S Walnut Street](#)
[Milford, DE 19963](#)
[302-839-1180](#)



Sara Pletcher <sara@downtownmilford.org>

Fwd: Downtown Santa House

DMI Director <director@downtownmilford.org>
To: Sara Pletcher <sara@downtownmilford.org>

Wed, May 16, 2018 at 2:15 PM

FYI

----- Forwarded message -----

From: **MICHAEL DESHAIES** <deshombo@comcast.net>
Date: Wed, May 16, 2018 at 1:39 PM
Subject: Downtown Santa House
To: director@downtownmilford.org

After reading about future plans for the Milford Santa House in the local paper I was prompted write a note to you.

1. If that area of downtown is so important, move the Santa House to another location. It was built to be able to be moved if necessary. Then you could have a private business build whatever you want in that location using the business owner's money.
2. There is already a long-established business selling ice cream downtown, namely Dolce coffee shop and bakery. This business has already been dealt a blow with the opening of the Starbucks store. Now let's put another nail in their coffin and sell ice cream 200 feet away from them!!
3. Getting rid of tattoo parlors and storefront churches would go a long way into increasing foot traffic downtown. They attract little or no business at all to the area.
4. What is going on with the " Upscale Italian Restaurant" in the bank building on the corner? If ice cream sales would generate such a panacea downtown, that location would make a great ice cream parlor with a drive thru and plenty of parking.

Respectfully,

Mike Deshaies

--

Murrie A. Zlotziver, ED



Sara Pletcher <sara@downtownmilford.org>

Fwd: Dateline Milford 2018, the Grinch has infiltrated into Downtown Milford Inc.

DMI Director <director@downtownmilford.org>
To: Sara Pletcher <sara@downtownmilford.org>

Thu, May 17, 2018 at 10:51 AM

FYI

----- Forwarded message -----

From: **Joseph Zammetti** <pep@jazwebs.com>

Date: Wed, May 16, 2018 at 11:54 PM

Subject: Dateline Milford 2018, the Grinch has infiltrated into Downtown Milford Inc.

To: jantonik@newszap.comCc: director@downtownmilford.org

The DMI is stealing the magic of Christmas (opps Christmas is not Politically Correct) right from the hearts of children and there is very little resistance. Have the members of the DMI board taken a leave of their common sense (opps I said Common Sense) for money. This town can try to rebrand itself all it wants, yet its ideas like this that give me very little desire to be associated with Milford. First the children lose the skating rink for a business with better revenue to finance Milford, now prostituting out the magic of the Santa house for a little more coins in the coffers, so how do you tell the children the magic of the Christmas Season (opps another not Politically Correct statement) while serving ice cream in July. Why not turn it into a microbrewery? I notice Milford favors them greatly. All I want to know is why the lights in Bicentennial Park have not been up for many years, maybe it cost too much to bring people joy.

-Joseph A. Zammetti

Milford (shamefully)

--

Murrie A. Zlotziver, ED

Downtown Milford Inc.

[207 S Walnut Street](#)[Milford, DE 19963](#)

302-839-1180

Executive Director's Report
May 2018

Attended the following Committee Meeting:

Economic Vitality	Bug & Bud Wrap-UP
Design	Farmers Market
Promotion	
Organization	

Additional Meetings:

Community Conversation
Jazz & Noir
Design Guidelines

Community Liaison

3rd Thursday
Farmers Market
Mispillion Art League Artist Reception

Press/Media

Bank House Press Release
Father's Day Event Press Release

Ribbon Cuttings:

Scheduled Bank House June 6 at 6:00pm

Met with DELMARVA Broadcasting new rep Megan Bayline and additional meeting with Megan & Mark Weidel, General Manager

Meeting with Mayor Archie Campbell and Ward 1 Councilman Michael Boyle

Discussion with Nan Mulligan Milford Chronicle on doing an insert for Ladybug Festival

Walked the Downtown with Gable Music Ventures to revisit & confirm venues for Ladybug Festival. Including the Old Firehouse

Attended Lion's Club dinner received grant check of \$2,500 for Sail Banner Project. In addition met with Nadia Zychal to discuss materials for the sail banners.

Fielded calls and emails concerning the Santa House and mailing of letters to original donors

Met with Lang Redden to discuss potential retail events

Vinyard Committee put a draft RFP together to send to prospective consulting firms. I have been editing and seeking lists of potential firms to send the RFP

Ongoing preparation for Ladybug Festival – conference call, list of venues, started Special Event Permit Application

Planning for Father's Day Event

PlaceMaking/Bike Racks – Met with Lifecycle to finalize details of branded bicycles potentially 30 racks to be ordered. Ordered 1 bicycle Fix It Station under the PlaceMaking Grant with an additional 2 to be bought. Walked the downtown with Rob Pierce, City Planning Coordinator to scope placement of bike racks.

Grants/Sponsorships/Donations

Milford in Bloom \$100 from Marilyn Ambrose

Working with HS Intern Madison Stalvey on updating marketing materials and discussed working over the summer in a paid position

May 18 Design Comm. Meeting

Attending:

Milly

Marcia & Dave

Ang

Jan & Joey

Sara

Nadia

Murrie

I. Milford in Bloom report

Planting

6/3 9AM. Meeting at the back of former Music school. Goodies provided by My Sister's Fault Fundraising

\$1000 donation from the Lions club

Murrie said we as a committee need to have other fundraising events such as the Christmas House tour (decision later). Also suggested wreath and greens sale at Christmas.

Trees

Rotary tree grants available?

State grants were missed by Milford. Rehoboth, Lewes and others were recipients of grants.

Vandalism

Two more hayracks were stolen or dropped into the water from the Church St. bridge.

II. Public Art

Sail banner project moving forward since funding. Meetings are going forward towards the banner goals.

County lines will be defined at the Walnut Street bridge, which could be a major tourist attraction.

Marcia and David are working on a sculpture project that would attract visitors to the city. They reported that some artists would be donating their work to be displayed in town. Nadia and Murrie will be on the committee working with Marcia and David.

III. Sign and Awning

No new applications have been filed with DMI.

Diane Laird shared that \$5000 grant for design work (through main street program) for building owner is available until May 30

Design Guidelines will soon be finished.

IV. Miscellaneous

Fountain not up as yet.

Suggestion for a citywide flea market weekly or dates in the fall

DMI Economic Vitality report May 2018

Present: Walt Hepford, Pat Abel, Bill Pfaffenhouser, Peg Reilly, Ed Simon, Lisa Fitzgerald, Dan Bond, Murrie Zlotliver, Rob Pierce.

Local Coordination - The Chamber of Commerce Economic Development Commission is not scheduled to meet this month, Three sub-committees have been formed and assignments were made, and meetings will be held soon. Ed Simon will be on the Workforce Development group.

Conversation Group met at the Music School on May 17. Featured Speakers were Chamber of Commerce for Greater Milford President Darel LaPrade, and Chamber Executive Director, Jo Schmeizer.

Business Inventory - There has been coordination between Rob, Bill and Pat. Bill is continuing to work be on a data base for the building inventory.

Recruitment - Peg discussed the wine bar in Cambridge, MD. The owners are now still reviewing options for a site in Milford. Murrie mentioned that the Ice House in Milford is available. It had been used previously as a medical office. Pat has made several cold calls (Dover).

Entrepreneur Network - Sara Pletcher was the presenter at the last meeting. She spoke on the various committees of DMI and their functions. There was a discussion on the potential use of an electronic billboard on the highway. The topic for 3rd Thursday is "Meet the Force". The street will be closed, and 8 food trucks will be there.

Dover Downtown Partnership - This program was briefly discussed. Suggestion was made to invite Diane Laird to our meeting. Perhaps this could work here.

Vinyard Shipyard - The 1st Draft of the RFP was done and presented by Dan. Discussion about use of the land and buildings were discussed. Murrie had some ideas on the potential use of the former spoon factory which is near the dog park. A list of potential bidders (consultants, planners) of the RFP will be developed by Murrie. There was a discussion on local funding.

Farmers Market - Off to a good start. Sales and shopper attendance have been at record levels for the week without poor weather. Sales at the Strawberry Social reached a record of over \$8500. There are 27 vendors.

Murrie - Event for Father's day. Contests will be held. Kids will be given cookies (by Dolce) to decorate with their father's image.

Other Business - The City is still meeting with Chesapeake Utilities to discuss the possibility of installing gas lines on Front Street.

Volunteer hours- Lisa 2, Peg 27, Sher 4, Dave 2, Dan 8, Bill 3, Ed 6, Pat 2, Walt 26, Farmers Market 50, Total 130

Organization Committee Report – May 2018

The committee met in May. Finalizations were made on the fundraising campaign for the summer and edits are currently being made to the website and letters and emails will be mailed shortly (goal is June 1st). As of this updated, the website is ready for donations. All that is needed is to send out emails and letters for donations. Please share this with your friends, family and associates.

Details on the fall fundraising efforts will be approved in August to set up for a September campaign.

No other items were discussed.

Volunteer hours:

Board 13

Non Board 25

Downtown Milford, Inc.
Promotion Committee
May 2018

As the May meeting took place the night before the Bug & Bud Wrap-up meeting, we took the opportunity to get feedback from committee members attending. Below is a recap of their thoughts and comments.

Melissa Pingue from Sound-n-Secure could not attend either meeting, but was kind enough to put some of ideas in writing:

My main thoughts are to make sure you get an Emcee booked for next year as soon as you can. I would also suggest having someone in charge of the parade line up and making sure everyone knows what time they are to arrive at the stage for opening ceremonies.

We also want to make sure the entertainment does contact us ahead of time.

I miss the young dancers and hope at least one of the dance schools can make it out next year. The Milford Community Band was missed this year as well. Over all it was a great day, weather was awesome and everyone had fun! I love being a part of it. Great job by you and the committee.

Thoughts from the Promotion Committee:

Matt Babbitt reported that Abbott's Mill had 600 people visit their booth.

He also expressed a concern about the paddle boat loading. He said that many of the boats looked close to sinking with both adults seated in the rear. There were some boats in the river that had difficulty paddling because of the low back end (paddles weren't in the water).

Rachel Hickerson (from Abbott's Grill) said that she was able to visit for about an hour in the morning and then came back in the afternoon with her family. She was surprised at the number of people still in town when she came back. She also said that she lived in Milford before and remembers attending the Festival about ten years ago. She was surprised and pleased to see how much it has grown over the years.

B&B Chairperson:

Emcee and entertainment need to be booked March 1. Grand Marshall(s) should also be invited early. All entertainment must contact Sound-n-Secure before they will be given a confirmed time on the schedule. With better advanced planning, a wider variety of entertainment can be scheduled. Vendor check-in continues to improve, thanks to the efforts of SaraKate Hammer and the Masons. However, Vendor clean-up definitely requires more volunteers. We had four people to assist as vendors came in at 4:00, but at least 4 more will help the process move along more quickly. We utilized Delmarva Broadcasting (radio) and WBOC for "live" advertising. Both of these went very well and should be booked for next year.

Meeting with Olivia Littleton, Jen Antonik, and Angi Hicks needs to be scheduled in late March to make sure they have all the "side" pieces they need for the insert. The human interest side makes the event more exciting. I would suggest an interview with John Mollura about the photography for the day, interview with the Grand Marshall, talking to Mary Betts regarding anything new in the Kids Korner, etc.

We are still waiting for a final total profit from Bob Starkey.

Additionally at this meeting, we discussed the upcoming retail event sponsored by DMI. This event is a Father's Day Challenge with ten events for a parent and child to complete together. Trophies will be awarded to First, Second and Third place and small gifts will be given along the way.

Finally, Lang Redden asked for the committee's help in assembling cardboard boats for the August Light-up the River event. These boats will be made available to businesses and individuals for \$50. Each purchaser can decorate their boat in any manner. The boats will set sail about ½ hour before the small boats with candles will be released.

Respectfully submitted,

Pat Sparks
Chairperson