

Downtown Milford, Inc.
Board of Directors
August 2, 2018

The meeting was called to order at 6:03 PM.

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

Excused: Dave Pickrell

Executive Director: Murrie Zlotziver

Guests: Milly Pederson, Nina Pletcher

The minutes of the June meeting were accepted as submitted. The motion was made by Lang Redden; seconded by Peg Reilly; and approved by all board members.

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

- Sara Pletcher updated the information regarding the Ladybug Festival. We have received \$25,000 in sponsorships and we are negotiating with NKS Distributors and Mispillion River Brewing to sponsor and staff two or three bars. DLS is not interested in the event because we are not serving liquor.
- Regarding the Nomination process, Paige Evers, Matt Babbitt and Tod Van Eyken have agreed to serve as the nomination committee. Sara Pletcher indicated that Kelly Graybeal has expressed an interest in joining the Board of Directors.
- The DETurf regulations include a "Pay to Play" feature which requires local hotels to kick-back \$30/night per player to be given the opportunity to book blocks of room for tournaments. Sher Valenzuela was on the planning committee for DETurf and one of the items that was agreed to was that the venue would be an economic driver for surrounding communities. She feels that this is a direct 180 on the original understanding.

Sara Pletcher asked for a motion to move up the Design Committee report. Pat Sparks made the motion, Peg Reilly seconded it and it was approved by all Board members in attendance.

Design Committee: The report was included in the Board Packet

- The material for the Sail Banner signs has been purchased.

- Milly Pederson and Pat Sparks will coordinate letters to be sent to *Milford in Bloom* donors. Bob Starkey will notify Milly of donations received to date.
- The Committee has decided to move forward with the Wreaths and Greens sale and plans to begin taking orders in October. Milford Plant and Garden has agreed to order and provide them at wholesale pricing. Sara Pletcher will contact the FFA coordinator at the high school to see if they have any interest in partnering with Downtown Milford, Inc. in this venture.
- Because of an excessive amount of littering, the Design Committee asked if DMI would be interested in sponsoring *No Littering* and *No Smoking* signs. The Board feels this is not our responsibility and should be taken to the city. One concern is how would this be monitored.

Executive Director: The report was included in the Board packet

- Everyone was reminded about the upcoming Volunteer Picnic on August 19 and asked to respond to the invitation, letting Marilyn Ambrose know if you will be helping with set-up and/or clean-up.

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

Bob Starkey indicated that we could pay a new intern at the same rate we are paying Maddie.

Economic Vitality: The report was included in the Board packet

- Entrepreneurs Network report was also included in the Board packet.

Organization Committee: The report was included in the Board packet

Promotion Committee: The report was included in the Board packet

Old Business:

- Vinyard Shipyard Update: Five firms attended the initial meeting. The deadline for proposals is September 30, 2018. Funding for this project should begin now.
- Film Noir and Jazz Festival is scheduled for August 2 and 3, 2019. The Music School of Delaware will be contacted to see if there is an interest in participating.

- House Exterior Update: The light pole in the back needs to be replaced. Lang Redden has located a handy man who will do this work and the work on the front porch for \$150 each. The front railing (on porch steps) will cost \$550. Bob Starkey made a motion to allocate the \$550, Sara Pletcher seconded and the motion was accepted by Board members.

New Business:

- All committees are asked to submit dates for 2019 events as soon as possible so that these events can be added to our calendar.
- Board of Director Nominations: Sher Valenzuela, David Pickrell, Lang Redden and Peg Reilly are eligible for re-election. Jason Peel has indicated an interest in joining the Board of Directors.

The meeting was adjourned at 7:45 PM after a motion by Walt Hepford, seconded by Matt Babbitt and approved by Board members.

The next Board of Directors meeting will be held on Thursday, September 6, 2018, at 6:00 PM in City Hall Chambers.

Respectfully submitted,

Pat Sparks
Secretary

President's Report
July 2018

Ladybug Music Festival Update

- We're at \$27,950 currently, including DMI's original \$5k investment. We received \$5k from the DE Division of the Arts grant and \$2,250 from the Sussex County Council. We should be receiving \$750 from Kent County Levy Court. That leaves \$1,300 remaining.
- DLS Events declined to manage the bar service, which is for the best. They wanted to serve liquor and City Council would never approve that request. Gable Music suggested we ask Arena's to cater the bar service. I don't know if they will do this. Another option is a volunteer can lead this venture for DMI. We will need to discuss options at our meeting.

July Meetings/Events:

- Vinyard Shipyard RFP meeting with the Loflands. I expressed the Board's concerns that if we raise the \$80k needed, DMI will need some ROI. The Loflands are on board to help with the RFP process and would like this wrapped up in the next 2-3 years.
- Kent County Tourism – Very productive meeting to get our message and businesses in front of DE Turf players and families. I've sent them out 2017 Light Up the River highlight reel to play on their van video screen. Murrie is working on some ideas with the merchants.
- Kelly Graybeal – I met with her to discuss the possibility of joining our Board to be our Real Estate representative. She is excited about the opportunity and will let me know her decision.
- Marie from GA – I met her and her husband when they came to town on July 10. They were very gracious for our hospitality and will hopefully open a European Market in Milford in the next 2 years.
- TADD – I welcomed the TADD group to Milford on July 11.
- Chamber Legislative Luncheon – I represented DMI at the Chamber's Quarterly Luncheon on July 18. I questioned the panel about the Stay-to-Play model setup at the DE Turf, denying our local B and B's the opportunity to gain business from this "economic driver". I sent a follow up email to Levy Court Commissioner, Eric Buckson, and he's working to schedule a meeting with me and the necessary business owners at the Turf.

July Hours: 33

Executive Director's Report
June/July 2018

Attended the following Committee Meeting:

Economic Vitality 1	
Design 2	Farmers Market 2
Promotion 1	Entrepreneur 2
Organization 1	

Additional Meetings:

Community Conversation 1	Ladybug Conference Calls 5
Jazz & Noir 1	City Budget
Design Guidelines 1	City Council
Chamber Quarterly	

Community Liaison

3rd Thursday 2
Farmers Market 8
Mispillion Art League Artist Reception
Roaring Twenties Party

Press/Media/Advertising

Kent County Tourism Map
Delmarva Broadcasting Ladybug Sponsorship
Kent County Tourism Press Tour

Grants/Sponsorships

Sussex County \$2,250 – Ladybug
DE Division of the Arts \$5,000 – Ladybug
Euphoric Herbals \$500 - Ladybug
Application Kent County Levy Court \$750 - Ladybug

Ribbon Cuttings:

Bank House Ribbon Cutting
King Ice Cream

Assisted with Milford in Bloom spring planting

Over saw Father's Day Decathlon Event

Hosted Tourism and Downtown Development (TADD) group

Submitted TADD grant to DE Division of the Arts

Marilyn Ambrose meetings with Pat Sparks re volunteer coordinator position and planning volunteer picnic

Economic Development Committee meeting

Vinyard Project met with Lofland & Dan Bond. Finalized RFP and sent to consulting firms. Close to 2,000 on state contractors list and an additional 50+ on state historic preservation list. Held Pre conference and tour of the Vinyard.

Ongoing preparation for Ladybug Festival – conference calls, vendors, Special Event Permit Application

PlaceMaking/Bike Racks –30 branded bike racks ordered and in process.

Working with HS Intern Madison Stalvey continuing to update marketing and other materials

Hosted potential business owner Marie and her husband. Interested in relocating from Georgia and opening a Gourmet foods shop

Sara and I met with Kent Tourism re accessing DE Turf. Looking at putting a Milford Goodie Bag together to promote Milford businesses

Thank you letters to Federal, State & County officials for grants

July 10, 2018 Design Committee Meeting

In attendance:

Murrie

Milly

Jan & Joey

Marcia & David

Nadia

Ang

I. Sail & Banner public art project

Nadia is working on pricing the sail material, to stitch or not to stitch etc.

II. Milford in Bloom

Milly asked whether the organizational committee has sent out letters asking for donations etc. ????????

If MIB does have the money next year, there are self watering options for the expansions along the river walk.

It was decided that we would sell wreaths and greens to raise money for the MIB projects. Milly had information from Lewes in Bloom and hoped to partner with them for wholesale purchases for the sale. A presentation will have to be made to the board at their Aug. meeting.

III. Façade and Signage

The committee working on the guidelines (funded by the state) is no longer funded which means the last meeting is cancelled and the printing of the end product cannot be completed. The city might pick up the tab for the printing wrap up of the project.

IV Issues downtown

Funding for more police was approved (5). Very much a need for daily presence downtown. It was suggested that NO LITTERING downtown could be enforced (signage). Further suggested that NO SMOKING downtown might help clear out the characters from the bar and in the park, on the sidewalks, etc.

EV Committee Report July 2018

Vinyard Shipyard- An RFP has been issued to a large group of potential consultants to qualify for a feasibility study. Funds for which have not yet been raised.

Chamber Economic Development- Buxton has been an agreement with Millsboro to provide data about retail and restaurant shopper buying habits. Chamber will follow to see how the agreement works. Chamber also has a Workforce Development team working with the School District and an internship plan for local businesses.

Entrepreneur Network- Mispillion Art League presented their mission and the importance of nonprofits to the area economy. Preparation underway for the very popular “ Light up the River” 3rd Thursday.

Farmers Market- Continues its successful season dependent on the weather. The Dixieland Band performed and the Music School performed twice. We added at least one new committee member and need several more from the group of volunteers working with committee members.

Volunteer hours- Sher 3, Bill 3, Pat 2, Ed 3, Peg 15, Walt 12, Farmers Market 50, Total 88

**Organization Committee
Downtown Milford, Inc.
June/July Meetings**

Pat Sparks chaired her first meeting in June. Attending were Nancy Benson and Murrie Zlotziver.

Pat announced that the Spring/Summer Fundraiser letter had just gone out on June 12. This was later than planned but the letters are out.

There was a brief discussion regarding future meetings. The chairperson would like to adjust the time to something more convenient. This will be discussed and decided later.

Pat did ask that members begin to identify friends/co-workers/family who would be interested in and willing to join the committee. As we move forward with the new guidelines to be a designated Main Street community, we will need to have members with various skill sets.

Because the ask letter just went out, it was decided that the committee needed to meet in July. Our next meeting is July 12, 2018.

Respectfully submitted,

Pat Sparks
Chairperson

Volunteer Hours:

Board Members/Chairperson:	5
Committee Members:	17
Total:	22

Nancy Benson and Murrie Zlotziver attended the July meeting. Nancy does have someone interested in joining the Organization Committee. She will send Pat her contact info and we will reach out to her.

We have received only two donations generating from the email blast for the Spring/Summer events. The committee will need to revisit this approach before the Fall/Winter letter is sent. The committee will also need to devise a plan to follow up to the first email blast. This should have been part of the work plan and this will be corrected.

Because Nancy Benson is the only committee member who has been able to attend the meetings, it was decided that Pat will send an email asking each member to indicate what their preferred meeting time is. Hopefully, there will be enough of a consensus to change the time to have more members attend.

There will be a Volunteer Recognition Barbeque on August 19. Marilyn Ambrose and Dave Pickrell are coordinating this. Please note that Board of Directors are expected to attend and that we will be serving our volunteers. As it is, we have decided to ask them to bring sides, beverages (no alcohol) and desserts. In order to show our appreciation, we need to show up!

Respectfully submitted,

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Pat Sparks

Chairperson

Volunteer Hours:

Board/Chairperson: 6

Committee: 3

Total: 9

**Promotion Committee
Downtown Milford, Inc.
June 2018**

This was Pat Sparks' last meeting as chairperson. Nina Pletcher is the new chairperson.

Attendance was low due to other commitments. A brief recap of upcoming events included Light Up the River, Milford's Birthday Party, Ladybug Festival, and fall events including Santa House, Shop Small Saturday, and Holiday Stroll.

Pat asked that the committee members support Nina as they have supported her over the last 6 years.

There will be no meeting in July. Nina Pletcher will be in touch with committee members regarding the August meeting.

Respectfully submitted,

Pat Sparks
Chairperson

Volunteer Hours:

Board/Chairperson:	42
Committee:	6
Total:	48