

Downtown Milford, Inc.
Board of Directors
September 6, 2018

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

Present: Matt Babbitt, Paige Evers, Walt Hepford, Sara Pletcher, Peg Reilly, Pat Sparks, Tod Van Eyken

Excused: Dave Pickrell, Lang Redden, Bob Starkey, Sher Valenzeula

Executive Director: Murrie Zlotziver

Guests: Nina Pletcher

The minutes of the August meeting require the following corrections. The Nomination Process report was moved to New Business and the date for submission of the Vinyard Shipyard RFP was August 30, not September 30. Sara Pletcher asked that a corrected copy of the minutes be sent to her as soon as possible so that the website would be correct. A motion was made by Peg Reilly; seconded by Tod Van Eyken, and approved by all board members present to accept the minutes with these corrections.

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

- Sara Pletcher and Murrie Zlotziver presented the request to City Council for the alcohol permit for the Ladybug Festival. The area involved is Walnut Street to Washington Street to the Library circle. No venues on Front Street (north or south) will have alcohol except for the restaurants. If Lifecycle chooses to sell alcohol they will need to request their own license from DABCC. Additionally, Abbott's Mill Nature Center and Tax Chicks have become sponsors.
- Sara Pletcher expressed thanks and kudos to Lang Redden for her work on the Light Up the River 3rd Thursday.

Executive Director: The report was included in the Board packet

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

The Treasurer's Report was accepted after a motion by Pat Sparks, seconded by Paige Evers, and approved by all board members in attendance.

Strategic Plan Progress:

- Sara Pletcher and Murrie Zlotziver will be meeting with all committees in September to share the Strategic Plan and explain how it fits into the mission of each committee as well as into Downtown Milford, Inc.'s mission. Laminated cards with the most important

points of the Plan were distributed to all Board members in attendance and will be shared at committee meetings.

Design Committee: The report was included in the Board packet

- Sara Pletcher has contacted the FFA at the high school. They expressed interest in working with the Design committee to sell the wreaths and greens. A question was raised as to why the committee is not selling poinsettias.

Economic Vitality: The report was included in the Board packet

- Since DMI and Chamber of Commerce are working together to provide buttons and materials to DE Turf, a question was raised regarding offering a Hospital Button to patients' families and offering a Resident Button to regular customers. Both items will be taken into consideration.

Organization Committee: The report was included in the Board packet

- Pat Sparks will check with SaraKate Hammer regarding paid memberships for 2018. She will also contact Bob Starkey for a report to match the income statement of paid memberships.
- The Board has asked that the Organization Committee prepare the "Big Ask" campaign to go out mid-October. In view of this, the Board agreed that Milford in Bloom letters not be sent at this time.

Promotion Committee: The report was included in the Board packet

Old Business:

- A report was submitted by the Nominating Committee (attached for those who were not at the meeting). Kelly Graybeal has agreed to serve on the Board. Paige Evers will not run for a third term due to new commitments. Walt Hepford will be stepping off this year and will not fulfill the last year of his third term. We will need to replace Paige and find someone to fill Walt's last year. Sara Pletcher indicated she will be stepping down as President in 2020. Peg Reilly will stay on as Vice President for 2019, but does not want to serve as President, so if someone is interested in President, they should run for VP at the November meeting.
- Three RFP's have been received for the Vinyard Shipyard project. The committee is reviewing them. Also noted: Gary Emory, Lisa Fitzgerald, and Matt Babbit are on the committee.
- Repairs on the house are continuing. We have spent about \$7,500 of the \$10,000 allocated but the outside painting is not completed.

New Business:

- The Annual Meeting will be held November 1, 2018. Pat Sparks will follow up with Bob Starkey to determine membership. Murrie Zlotziver will contact Georgia House to see if they are available to host. The budgeted amount is \$600.

- There was discussion about changing the by-laws since we are no longer on a membership base. Sara Pletcher will review the current by-laws and make recommended changes for Board vote.
- An Annual Report is needed for many grants, especially the Longwood Foundation Grant which we are pursuing. After some discussion, it was determined that the annual financials as well as the statistics the Executive Director submits to the Main Street program should be incorporated. Additionally, a recap of events throughout the year should also be part of the report. This should also be made available electronically to anyone who requests it. Sara Pletcher will create this PowerPoint for the Annual Meeting and will turn it into the Annual Report after year-end financials are completed.

The general meeting ended at 7:50 PM, at which point an Executive Session was called to order by a motion made by Tod Van Eyken, seconded by Peg Reilly, and approved by all board members in attendance. Sara Pletcher will send out a recap of the Executive Session.

The next Board meeting will be October 4, 2018, at 6:00 PM in City Council Chambers. After a motion by Peg Reilly, seconded by Matt Babbitt, and approved by board members in attendance, the meeting was adjourned at 8:40 PM.

Respectfully submitted,

Pat Sparks
Secretary

President's Report
August 2018

Ladybug Music Festival Update

- We're at \$29,750 currently, including DMI's original \$5k investment. Special thanks to Abbott's Mill Nature Center for donating their \$550 portion of Light Up the River to Ladybug and Tax Chicks for their \$500 sponsorship. We need \$250 to recuperate our complete \$5k investment.
- Mispillion River Brewing and NKS Distributors will run three bars at the Festival. City Council approved our alcohol request at their 8/27 meeting. NKS will give DMI \$1500 in sponsorship. If MRB makes a profit, they may cut DMI a portion of the proceeds after the event. We will need to fence in the park around the Library and have volunteer alcohol monitors on the perimeter. All those who purchase a drink will be wrist-banded. Only beer, wine, and seltzer products will be served.

August Meetings/Events:

- After last month's Board Meeting, I attended Nationwide Healthcare's first community meeting. I was late, so I met individually with their lawyer and was filled in on their plans. They are excited to be coming to Milford and even though they're outside our boundary, they want to support our Downtown and encourage staff and visitors to come downtown. They're open to suggestions on how to make that happen. These meetings will be ongoing until the facility opens. I'm happy to be the DMI liaison to the group, so please let me know if you have any suggestions for them.
- 8/7 – met with Chief Brown and Eric Williams of MRB to discuss alcohol at the Ladybug Festival. He has a fund to pay off-duty officers to be walking the streets during the Festival and was supportive of our larger span "beer garden."
- 8/16 – cut ribbon at newly-expanded business: Milford Hypnotherapy. Reiki Joy 'n Peace cut their original ribbon less than 6 months ago
- 8/16 – Light Up the River. Kudos to Lang Redden for a job well done and successful event!
- 8/17 – met with DE Turf representatives, Dan Bond and Murrie at the complex. We discussed the Stay to Play policy and getting a FAQ on the website about what to do when kids aren't playing in a game. The FAQ page was updated the same day with links to their tourism partners, which we're connected with. Dan also presented valuable info to the DE Turf about how a B&B can't use their reservation system. It was a very worthwhile meeting.
- 8/19 – Volunteer Appreciation Picnic. About 35 volunteers came out with their families including board members. Thank you to all of you who setup, cleanup, and brought a dish to share. I think it was a lovely day and the volunteers very much appreciated it!
- 8/21 – monthly Promotion Committee meeting – see the committee report
- 8/27 – presented to City Council for the Ladybug Festival alcohol permit
- 8/28 – presented the button idea and recap of the DE Turf meeting to the Entrepreneur Network. All were receptive.

- 8/28 – met with Darel LaPrade and Nan Mulligan at the Chronicle to discuss a Ladybug special insert. They will print 1000 extra copies of the 9/19 issue with at least a 4 page spread of the Festival including the map and schedule. If ad sales are up, it will be an 8 page insert.

Items of note:

- Ashby Amory will start on 9/11 and work 2 hours a day (1:30-3:30pm), 5 days a week. If the board approves, we will pay her \$10/hour.
- I've been working on the Sept. 3rd Thursday Birthday Party. Looking to include as many MSD students as possible. MLive is sponsoring 200 maroon and gold mini cupcakes from Sweet Tia's bakery.

August Hours: 65

Executive Director's Report
August 2018

Attended the following Committee Meeting:

Economic Vitality	
Design	Farmers Market
Promotion	Entrepreneur
Organization	

Additional Meetings:

Community Conversation	Ladybug Conference Call
Milford City Council	Human Relations
DE Division of the Arts Grant Workshop	
Downtown DE Main Street Idea Exchange	
DE Turf	

Community Liaison

- 3rd Thursday
- Farmers Market 4
- Perdue Community Relations

Press/Media/Advertising

- Interview with DE Business Times
- Various Ladybug Festival promotional materials
- Milford Chronicle Ladybug insert

Grants/Sponsorships

- Kent County Levy Court \$750 - Ladybug

Ribbon Cuttings/Open Houses:

- Hypno Thearapy
- Cruise Planners

Ongoing preparation for Ladybug Festival – conference calls, vendors, Special Event Permit Application, maps, parking, and insurance. Meetings with Chief Brown & City Department heads to discuss Ladybug logistics. DELDOT road closure application. Venue walk through with Gable. Distribution of posters and cards

Received TADD grant from DE Division of the Arts

Vinyard Project received responses from 3 consulting firms: Architectural Alliance, Homsey Architects, and Weymouth Architects & Planners

PlaceMaking/Bike Racks –Anticipated delivery date Sept. 7

Sail Banner Project met with Eli First State Manufacturing on making the banners a sample is being made for final approval.

Wrap up with HS Intern Madison Stalvey. Interviewed incoming Intern Ashby will start September 11

Meeting with JJ Carter and City to discuss development of 100 S Walnut Street (corner S Walnut & SW Front)

DE Turf marketing project moving forward with developing materials for Goodie Bag in partnership with the Chamber. To be distributed by Kent County Tourism

10:24 PM

09/05/18

Accrual Basis

Downtown Milford Inc
Profit & Loss Budget vs. Actual
November 1, 2017 through August 30, 2018

	<u>Nov 1, '17 - Aug 30, 18</u>	<u>Budget</u>	<u>\$ Over Budget</u>
Ordinary Income/Expense			
Income			
4000 · Operations Income	50,099.69	43,872.42	6,227.27
4200 · Organization Committee Inc	36,590.00	20,597.74	15,992.26
4400 · Promotion Committee Inc	44,439.41	37,135.49	7,303.92
4600 · Design Committee Inc	7,433.87	6,000.00	1,433.87
4800 · EV Committee Inc	7,313.00	4,987.74	2,325.26
Total Income	<u>145,875.97</u>	<u>112,593.39</u>	<u>33,282.58</u>
Expense			
5000 · Operations Exp	50,779.73	57,172.33	-6,392.60
6200 · Organization Committee Exp	33,190.38	14,095.18	19,095.20
6400 · Promotion Committee Exp	32,353.65	37,926.90	-5,573.25
6600 · Design Committee Exp	9,125.74	9,179.35	-53.61
6800 · EV Committee Exp	4,529.67	4,132.10	397.57
Total Expense	<u>129,979.17</u>	<u>122,505.86</u>	<u>7,473.31</u>
Net Ordinary Income	<u>15,896.80</u>	<u>-9,912.47</u>	<u>25,809.27</u>
Other Income/Expense			
Other Expense			
9020 · Major Yard and House Repairs	7,500.00	9,935.48	-2,435.48
Total Other Expense	<u>7,500.00</u>	<u>9,935.48</u>	<u>-2,435.48</u>
Net Other Income	<u>-7,500.00</u>	<u>-9,935.48</u>	<u>2,435.48</u>
Net Income	<u><u>8,396.80</u></u>	<u><u>-19,847.95</u></u>	<u><u>28,244.75</u></u>

Downtown Milford Inc
Balance Sheet
 As of August 30, 2018

	Aug 30, 18
ASSETS	
Current Assets	
Checking/Savings	
1010 · Petty Cash	74.21
1020 · M&T Checking 3009-7084	20,337.17
1100 · M&T-Money Market 15004228118673	
1102 · M/M Loan Funds	6.95
1104 · M/M Regular Funds	62,737.23
Total 1100 · M&T-Money Market 15004228118673	62,744.18
1110 · WSFS Money Market Restricted Fd	
1112 · WSFS M/M Loan Fund	12,572.43
1114 · WSFS Facade Fund	4,588.75
Total 1110 · WSFS Money Market Restricted Fd	17,161.18
Total Checking/Savings	100,316.74
Total Current Assets	100,316.74
Fixed Assets	
1500 · Branding Street Banners	18,660.00
1510 · Farmer's Market	
1511 · Market Canopies	4,604.90
1512 · Market Tables	1,871.64
1513 · Market Tents	4,963.53
1514 · Popcorn Equipment	497.57
1515 · Entertainment Equipment	1,700.00
Total 1510 · Farmer's Market	13,637.64
1630 · Kiosk	18,181.00
1650 · Buildings-Santa House	10,311.34
1660 · Art Display Boats	32,342.47
1700 · General Office	
1704 · Office Equipment	5,916.25
1706 · Display Sign	726.00
1708 · House Equipment	984.95
1710 · L/H Improvements	1,386.10
Total 1700 · General Office	9,013.30
1790 · Accumulated Depreciation	-75,174.14
Total Fixed Assets	26,971.61
Other Assets	
1810 · L/R My Sisters Fault	3,094.00
1820 · L/R PSShoppe LLC (Petite Sweet)	4,265.00
1900 · Major Project Investments	
1905 · PNC Bank CD @.002% due 03/20/20	5,040.17
1910 · M&T CD 3556468 @ .15% due 11/15	20,706.37
1915 · M&T CD 3556476 @.15% due 01/07/	20,975.13
1920 · Artisans Bank - CD	10,196.08
Total 1900 · Major Project Investments	56,917.75
Total Other Assets	64,276.75
TOTAL ASSETS	191,565.10
LIABILITIES & EQUITY	
Liabilities	
Current Liabilities	
Accounts Payable	
2000 · Accounts Payable	50.00
Total Accounts Payable	50.00

Downtown Milford Inc
Balance Sheet
As of August 30, 2018

	<u>Aug 30, 18</u>
Credit Cards	
2050 · M&T Bank Credit Card	-104.99
2060 · WSFS Bank Credit Card	199.01
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Total Credit Cards	94.02
Other Current Liabilities	
2100 · Payroll Tax Payable	-0.04
2110 · 941 Tax Liability	800.93
2120 · DWT Tax Liability	224.04
2400 · Ice Cream Security Deposit	800.00
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Total Other Current Liabilities	1,824.93
	<hr/>
Total Current Liabilities	1,968.95
	<hr/>
Total Liabilities	1,968.95
Equity	
3600 · Restrictive Funds	
3610 · Low Interest Loan Fund Balance	19,874.33
	<hr/>
Total 3600 · Restrictive Funds	19,874.33
	<hr/>
3900 · Retained Earnings	161,325.02
Net Income	8,396.80
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Total Equity	189,596.15
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TOTAL LIABILITIES & EQUITY	191,565.10
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Downtown Milford Inc
Profit & Loss
November 1, 2017 through August 30, 2018

	Nov 1, '17 - Aug 30, 18	Nov 1, '16 - Aug 30, 17
Ordinary Income/Expense		
Income		
4000 · Operations Income		
4010 · Grant Income		
4020 · City of Milford		
4022 · Annual Operations Grant	45,000.00	40,000.00
Total 4020 · City of Milford	45,000.00	40,000.00
4030 · DEDO Delaware Economic Develop		
4034 · DEDO Travel Reimbursement	750.00	1,354.49
Total 4030 · DEDO Delaware Economic Develop	750.00	1,354.49
4040 · Corporate Grants	0.00	0.00
Total 4010 · Grant Income	45,750.00	41,354.49
4100 · Director Occupancy Contribution	4,327.87	1,826.61
4185 · Miscellaneous Income	21.82	28.26
Total 4000 · Operations Income	50,099.69	43,209.36
4200 · Organization Committee Inc		
4210 · Corporate Sponsors	5,000.00	5,000.00
4270 · Ice Cream	1,600.00	0.00
4300 · Membership Support		
4310 · Support Corporate	450.00	825.00
4315 · Support Family	300.00	350.00
4320 · Support Individual	745.00	575.00
Total 4300 · Membership Support	1,495.00	1,750.00
4370 · Ladybug Festival		
4375 · Ladybug Sponsors	18,495.00	0.00
4385 · Ladybug Venue Fees	0.00	0.00
Total 4370 · Ladybug Festival	18,495.00	0.00
4390 · Bike Rack Crowdfunding Project	10,000.00	0.00
Total 4200 · Organization Committee Inc	36,590.00	6,750.00
4400 · Promotion Committee Inc		
4410 · Bug and Bud Festival		
4412 · Games & Activities	4,546.50	4,376.50
4414 · Sponsorships	9,700.00	10,550.00
4416 · Vendors		
4418 · Arts & Crafts	5,530.77	4,667.91
4420 · Food	2,750.00	3,550.00
4422 · Non Profit	1,264.00	1,042.78
4424 · Other	676.48	320.00
Total 4416 · Vendors	10,221.25	9,580.69
4425 · Misc Income	0.00	0.00
Total 4410 · Bug and Bud Festival	24,467.75	24,507.19
4440 · Santa House		
4442 · Donations	1,788.66	1,613.75
4446 · Sponsorships	1,175.00	0.00
Total 4440 · Santa House	2,963.66	1,613.75
4450 · Holiday Stroll	825.00	100.00

Downtown Milford Inc
Profit & Loss
November 1, 2017 through August 30, 2018

	Nov 1, '17 - Aug 30, 18	Nov 1, '16 - Aug 30, 17
4460 · St. Patrick's Pub Crawl		
4461 · Sponsorships	0.00	900.00
4462 · Tee Shirt & Bib Sales	14,620.00	5,547.00
4463 · Tastings	0.00	465.00
Total 4460 · St. Patrick's Pub Crawl	14,620.00	6,912.00
4490 · Milford International Food Fest		
4491 · Festival Vendor Income	0.00	50.00
Total 4490 · Milford International Food Fest	0.00	50.00
4500 · Business Promotion Committee		
4505 · Light Up The River	1,188.00	311.00
Total 4500 · Business Promotion Committee	1,188.00	311.00
4530 · Gift Certificates	375.00	0.00
Total 4400 · Promotion Committee Inc	44,439.41	33,493.94
4600 · Design Committee Inc		
4610 · Milford In Bloom		
4611 · MIB Flower Sales	3,633.87	2,804.00
4612 · MIB Sponsors	1,300.00	4,865.00
Total 4610 · Milford In Bloom	4,933.87	7,669.00
4620 · Roaring 20s Lawn Gala		
4621 · Sponsorships	0.00	1,400.00
4622 · Ticket Sales	0.00	4,250.00
4624 · Silent Auction	0.00	2,331.00
Total 4620 · Roaring 20s Lawn Gala	0.00	7,981.00
4630 · Porch & Garden Tour	0.00	151.76
4660 · Sign, Awning and FACADE Grant	0.00	5,000.00
4670 · Sailboat Banner Project	2,500.00	0.00
Total 4600 · Design Committee Inc	7,433.87	20,801.76
4800 · EV Committee Inc		
4810 · Farmers Market		
4811 · Vendors	7,490.00	6,881.17
4812 · Shopping Bags	60.00	60.00
4813 · Miscellaneous Income	358.00	745.00
4814 · Hat and Shirt Sales	0.00	60.00
4815 · WIC and SNAP	-595.00	-77.00
Total 4810 · Farmers Market	7,313.00	7,669.17
Total 4800 · EV Committee Inc	7,313.00	7,669.17
Total Income	145,875.97	111,924.23
Expense		
5000 · Operations Exp		
5015 · Administrative Assistant	1,440.00	0.00
5020 · Bank Charges	17.55	186.10
5030 · Computer & Software	259.98	279.97
5060 · Donations		
5064 · Milford Parade	0.00	50.00
5060 · Donations - Other	25.00	50.00
Total 5060 · Donations	25.00	100.00

Downtown Milford Inc

Profit & Loss

November 1, 2017 through August 30, 2018

09/05/18

Accrual Basis

	Nov 1, '17 - Aug 30, 18	Nov 1, '16 - Aug 30, 17
5080 · Dues & Subscriptions	75.00	0.00
5100 · Insurance	1,661.00	1,627.00
5120 · Internet and Domain Name	966.43	753.42
5130 · Website Enhancements	857.77	0.00
5200 · General Administrative Exp	374.79	89.83
5250 · Postage and Delivery	490.68	205.60
5300 · Repairs & Maintenance Eqpmt	762.49	1,271.89
5360 · Supplies	378.27	599.22
5380 · Taxes & Licenses	25.00	25.00
5390 · Telephone	1,810.04	1,022.10
5400 · Travel, & Training		
5404 · Local Tadd Meetings	85.00	55.00
5410 · Travel	0.00	22.41
5400 · Travel, & Training - Other	302.14	0.00
Total 5400 · Travel, & Training	387.14	77.41
5590 · Miscellaneous	414.23	0.00
5600 · National Mainstreet Convention	2,644.73	2,708.85
5610 · Meals & Entertainment	378.18	139.19
5800 · Executive Director Exp		
5810 · Salary	29,615.30	21,875.61
5820 · Payroll Taxes	2,547.86	1,705.25
5830 · Health Insurance	0.00	415.35
5840 · Employee Benefits	2,250.00	0.00
Total 5800 · Executive Director Exp	34,413.16	23,996.21
5900 · New Office/House Exp		
5920 · Repairs & Maintenance	527.57	782.65
5930 · Utilities		
5932 · Electric	1,424.98	990.43
5934 · Fuel Oil	2,992.37	2,080.52
5940 · Refuse	225.00	232.20
5945 · Director Contribution	-2,321.08	0.00
5950 · Water/Sewer	279.45	354.03
Total 5930 · Utilities	2,600.72	3,657.18
Total 5900 · New Office/House Exp	3,128.29	4,439.83
6010 · Recruiting Director	0.00	572.00
6110 · Board Training	270.00	0.00
Total 5000 · Operations Exp	50,779.73	38,093.62
6200 · Organization Committee Exp		
6210 · Annual Volunteer Appreciation	238.89	180.00
6275 · Ice Cream SH Expense	225.00	0.00
6280 · Miscellaneous G&A Exp	22.24	42.25
6350 · Annual Meeting	900.00	576.00
6370 · Ladybug Festival		
6372 · Entertainment	25,000.00	0.00
Total 6370 · Ladybug Festival	25,000.00	0.00
6390 · Bike Rack Crowdfunding Expenses	6,804.25	0.00
Total 6200 · Organization Committee Exp	33,190.38	798.25

Downtown Milford Inc

Profit & Loss

November 1, 2017 through August 30, 2018

09/05/18
Accrual Basis

	Nov 1, '17 - Aug 30, 18	Nov 1, '16 - Aug 30, 17
6400 · Promotion Committee Exp		
6410 · Bug and Bud Expenses		
6412 · Entertainment	749.62	400.00
6414 · Advertising/Promotional	2,406.25	1,656.17
6416 · Equipment Rental	7,049.65	6,432.94
6417 · Misc & Fees	911.29	1,671.99
6418 · Parks & Recreation Share	5,698.32	6,665.94
6419 · Taxes & License	50.00	100.00
6420 · Supplies & Materials	2,029.30	954.21
Total 6410 · Bug and Bud Expenses	18,894.43	17,881.25
6440 · Santa House Exp		
6442 · Candy	0.00	137.92
6445 · Entertainment	350.00	400.00
6446 · Equipment Purchase	248.00	0.00
6447 · Instant Photos	502.91	0.00
6448 · Misc Expenses	0.00	170.00
6449 · Supplies & Materials	60.43	225.74
Total 6440 · Santa House Exp	1,161.34	933.66
6450 · Mothers Day/Fathers Day	104.74	0.00
6452 · Entrepreneurship	125.00	0.00
6460 · St. Patrick's Pub Crawl		
6462 · Advertising/Promotional	655.01	125.00
6464 · Beer & Wine	1,036.10	0.00
6465 · Supplies	282.97	436.00
6466 · T Shirts / Bibs	425.77	2,165.00
6468 · Taxes & License	30.00	20.00
Total 6460 · St. Patrick's Pub Crawl	2,429.85	2,746.00
6485 · Holiday Stroll	257.25	678.66
6510 · Business Promotion Expenses		
6512 · Small Business Saturday Exp	384.01	0.00
6515 · Light up the River	665.22	0.00
6516 · 3rd Thursday Exp	102.40	0.00
Total 6510 · Business Promotion Expenses	1,151.63	0.00
6570 · Advertising/Promotional		
6571 · Co-Op Advertising	0.00	226.00
6573 · Internet Advertising	4,850.00	4,800.00
6574 · Print Advertising	2,849.41	1,446.97
Total 6570 · Advertising/Promotional	7,699.41	6,472.97
6572 · Gift Certificate Expenses	530.00	0.00
Total 6400 · Promotion Committee Exp	32,353.65	28,712.54
6600 · Design Committee Exp		
6610 · Milford in Bloom		
6611 · Advertising	125.00	144.60
6613 · Flowers	1,617.18	1,660.17
6614 · Baskets, Liners, Plants	6,622.80	3,738.31
6617 · Miscellaneous G&A	132.77	0.00
Total 6610 · Milford in Bloom	8,497.75	5,543.08

10:04 PM

Downtown Milford Inc

Profit & Loss

November 1, 2017 through August 30, 2018

09/05/18
Accrual Basis

	Nov 1, '17 - Aug 30, 18	Nov 1, '16 - Aug 30, 17
6620 · MHPG Lawn Party		
6621 · Food & Beverage	0.00	1,808.28
6622 · Entertainment	0.00	1,000.00
6623 · Advertising	0.00	125.00
6624 · Supplies	0.00	171.01
6625 · Rentals	0.00	885.00
6628 · Fees & Misc	0.00	90.56
6629 · Milford Museum Share	0.00	1,963.07
Total 6620 · MHPG Lawn Party	0.00	6,042.92
6630 · Mott House Renovation Project	0.00	3,460.80
6632 · Porch & Garden Tour	0.00	21.84
6640 · Facade Grants WSFS	412.50	0.00
6645 · Five For Free Paint	0.00	152.20
6670 · Sail Boat Banner Cost	215.49	0.00
Total 6600 · Design Committee Exp	9,125.74	15,220.84
6800 · EV Committee Exp		
6810 · Farmer's Market Exp		
6812 · Advertising/Promotional	250.00	254.00
6814 · Market Labor	3,620.00	3,635.00
6816 · Misc Expenses	551.79	262.87
Total 6810 · Farmer's Market Exp	4,421.79	4,151.87
6890 · Recruiting Pamphlets	107.88	0.00
Total 6800 · EV Committee Exp	4,529.67	4,151.87
Total Expense	129,979.17	86,977.12
Net Ordinary Income	15,896.80	24,947.11
Other Income/Expense		
Other Expense		
9020 · Major Yard and House Repairs	7,500.00	0.00
Total Other Expense	7,500.00	0.00
Net Other Income	-7,500.00	0.00
Net Income	8,396.80	24,947.11

August 14, 2018 Design Committee Meeting

Attending:

Murrie

Milly

Dave

Marcia

Jan

I

Milford in Bloom

Milly made note that no letters for fundraising have been sent out by the Promotions committee.....only emails. Milly is to send copies of letters sent out in the past to Pat Sparks.

Dr. Fisher will help us with procuring the greens at wholesale cost.

Information on pricing is not available until mid Sept.

Milly has the information for the quality holiday bows for the wreaths.

II

Public Art

The sail banner project is under way. Materials have been purchased.

First State Manufacturing will be doing the sewing portion. Artists will submit ideas to paint a banner as with the boat project was done before.

Banners could be sponsored to raise money.

III

Ladybug Festival

Information is out, making ready for the first all female music festival on the 22nd.

DMI Economic Vitality report August 2018

Present: Walt Hepford, Pat Abel, Bill Pfaffenhouser, Peg Reilly, Ed Simon, Sher Valenzuela, Dan Bond, Eugene Helmic, Murrie Zlotliver

Building Inventory- Eugene has been reviewing the City of Milford list and coordinating changes with Rob Pierce. Bill is working on the computer aspect of the project.

DMI Literature Distribution - Bill and Eugene are taking the lead on this. The rest stop in Smyrna is a primary site for the brochures.

Local Coordination - The Chamber of Commerce Economic Development Commission sub-committee on Workforce Development Met at Milford H.S. Initial plans were completed on a Career-Job Fair which will be held in April. The Conversation Group met at the Milford Museum. The new display of the history of Milford Hospital was featured.

Recruitment - Pat mentioned his work on contacting businesses nearby towns. Nothing is pending as of now. Peg said that there has been no movement from the Wine Bar in Cambridge. She plans on taking a trip over there. The Tada Dance Studio is looking for a larger location. Cool Spring was sold and there will be an accounting office there.

107-111 NE Front St. This will be a combination of retail and business offices. Expected to spruce up the block

Vinyard Shipyard - Dan gave a chronology of the work/project thus far. He described the site. RFP is due this month. The group met with Mayor Campbell and Eric Norenberg. Levy Court (Kent County) will be kept in the loop,

Entrepreneur Network - The third Thursday, Light up the River was very successful. Agenda for the August meeting: Showcase Business, Irish Rose; Splash Marketing Presentation; Delaware Turf Discussion and Open Discussion.

Farmers Market - Beginning to slow down now.

Murrie - DMI is partnering with Kent County Tourism to work with DE. Turf to attract participate families to visit Milford. Bags with information about our town and buttons will be distributed. The Entrepreneur Network is very excited about the plan. Things are almost set for the Lady Bug Festival.

Our next meeting is on September 18th at 4:30. Sara Pletcher will discuss EV's role in the Strategic Plan. The agenda will be shorten to a few items.

Volunteer hours- Walt 18, Farmers Market 30, Peg 27, Sher 12, Dan 10, Lisa 2, Ed 5, Eugene 8, Bill 8, Pat 2, Total 122

**Organization Committee
Downtown Milford, Inc.
August 2018**

Attending were Nancy Benson, Tod Van Eyken, and Murrie Zlotziver.

After minimal feedback regarding the time of the meetings moving forward, it was decided that the committee will continue to meet at 5 PM on the 2nd Thursday of the month.

After the dismal response to the first ask letter, it was decided to forego the Fall/Winter campaign and just prepare the big ask to go out mid-October. Murrie Zlotziver will contact Gigi Windley for the samples that she shared at the Board Retreat in February.

Pat Sparks shared a suggestion for a fundraiser through Georgia House but asked that someone else make the initial contact and gather information. Tod Van Eyken agreed to do this. The committee is suggesting a January or February date for this event.

Respectfully submitted,

Pat Sparks
Chairperson

Volunteer Hours:

Board Members/Chairperson:	5
Committee Members:	11
Total:	16

Promotions Committee Report
August 2018

Who: Nina, Rachel, Joanne, Murrie, Sara, Lang, Peggy, Cheryl

Volunteer hours this month: 15 hrs

1) Summary Updates

- a) Light Up River – Lang~has resigned from Promotion Committee due to other commitments
 - i) Financial
 - (1) \$500 this year & 1000 people vs. \$600 last year/1500 people
 - (2) Profit of approximately \$1000
 - (3) ½ will go to DMI & ½ will be donated to DE Nature Society
 - ii) What worked:
 - (1) Doubled number of food trucks
 - (2) Extra tables & chairs
 - (3) Stores were successful
 - (4) Increase of street activities due to streets being closed this year
 - iii) What didn't work:
 - (1) Profit of vendors – next year focus on food trucks and activities
 - (2) Lack of port-a-potties – need to explore collaborative efforts w/ Santa's house, Farmer's Market etc.
- b) Birthday Party – Sara
 - i) Ad in paper this week
 - ii) Will eliminate gold/maroon chains and party hats as didn't work last year
 - iii) Working w/ MSD to have band, sports team etc. be part of it
 - iv) Discussed mini cupcakes vs. cake; need to discuss w/ Milford LIVE as they are the sponsor of the cake
 - v) Option of selling Milford/Buccaneer apparel discussed - J. Emory contact person
- c) Ladybug Festival – Sara
 - i) Need \$1000 in sponsorships to date
 - ii) Flyers ready
 - iii) 40 acts scheduled
 - iv) Discussed sale of t-shirts and pricing
 - v) Discussion w/ City Council will occur on Monday re: alcohol sales

2) New Business

- a) Santa's Arrival/House~11/24
 - i) Need a Santa, a chair and possibly a co-chair
 - ii) Stockings – will be handled by Sher & David and stuffed by Senior Ctr.
 - iii) If no Mrs. Claus another volunteer elf will need to be added to signup.com listing
- b) Holiday Stroll~12/7
 - i) Need horse & carriage for rides
 - ii) Sara will send work plan to Nina and she will forward to members to start the process
 - iii) Rachel Hickerson will chair/co-chair the Stroll
- c) Shop Small~11/24
 - i) Murrie & Peggy will chair
 - ii) Registered online; will receive materials
- d) Pub Crawl
 - i) Decided on Saturday, 3/16

- ii) Need a chair
 - iii) Bibs were a success last year
- e) Bug & Bud~4/27
 - i) Need a chair
 - ii) Parks & Recreation does the majority of leg work
 - iii) We focus on vendors, tables and volunteers
 - iv) Suggestion-information table needs a map to answer questions more effectively
- 3) Budget
 - a) Murrie & Nina will discuss
- 4) Other
 - a) Work plans are available for chairs to assist w/orchestrating events

DMI Nominating Committee Report
September 6, 2018

Nominating Committee:

Paige Evers (Board member), Tod Van Eyken (Board member) Matt Babbitt (Board member), Jenn Rowan (Business owner) & Ben Jones (Business owner)

Returning Board Members:

- Matt Babbitt (First term ends 10/31/19)
- Sara Pletcher (Second term ends 10/31/19)
- Bob Starkey (Second term ends 10/31/19)
- Tod Van Eyken (First term ends 10/31/19)
- Pat Sparks (Third term ends 10/31/19)

Eligible to be re-elected for another term (and willing to be re-elected)

- David Pickrell (First term ends 10/31/18)
- Lang Redden (First term ends 10/31/18)
- Peg Reilly (First term ends 10/31/18)
- Sher Valenzuela (Filling a term that ends 10/31/18. Eligible for a First term.)

Coming off of the Board

- Paige Evers (Second Term ends 10/31/18)
- Walt Hepford (Third Term ends 10/31/19; resigning as of 10/31/18. Term needs to be filled.)

Asked to be on ballot as a new Board member

- Karen Barner, Elegant Styles—waiting for response
- Denise Morris, The Bank House—waiting for response
- Kelly Graybeal Turner, Masten Realty—she has agreed to be on the ballot

Other ideas from the Nominating Committee, but haven't been asked yet (pending responses from those listed above)

- Angie, My Sister's Fault - *(Jenn and Ben mentioned that at Entrepreneurial meetings they have had to work with Angie on translating some of the info shared. Not as a detriment, but as an insight for DMI to prepare for.)*
- Cat Perfetti, Delaware Branding
- Keila Montalvo-Sierra, Petite Sweets
- Katie Coenen, Red Bandana

August 30th, 2018

Dear Murrie,

I have decided to not serve for the last year of my term and will resign from the Downtown Milford Inc. Board of Directors effective October 31, 2018. I will continue on the Economic Vitality committee until we can find a replacement.

I have enjoyed my time volunteering for DMI over the last ten years and seen the improvements in our Farmers Market and the vibrancy of the town. I am especially pleased with my contribution in bringing the Entrepreneur network into DMI. Recently, several key people have been added to the EV committee with very good results. Murrie, your energy and determination and the many dedicated volunteers have made DMI the type of organization one can proud to be a part of.

Best of good fortune in the coming years.

Sincerely,

A handwritten signature in cursive script that reads "Walt".

Walt Hepford