

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

Members Attending: Denise Morris, Jason Peel, Cat Perfetti, David Pickrell, Sara Pletcher, Lang Redden, Peggy Reilly, Pat Sparks, Robert Starkey, Kelly Turner, Tod Van Eyken, Sher Valenzuela

Guests Attending: Nina Pletcher

Executive Director: Murrie Zlotziver

Excused: Matt Babbitt

The meeting was called to order at 6:00 PM.

The minutes of the October and November (Annual Meeting) were accepted after a motion was made by Peg Reilly, seconded by Lang Redden and approved by all board members in attendance.

President's Report: Included in the package that was emailed to all Board members.

- Sara Pletcher mentioned that the Santa House is going very well. The arrival of Santa by the antique fire truck, accompanied by elves Dave Pickrell and Marcia Reed on the motorcycle was a big hit! Santa will arrive most days on the motorcycle.

Executive Director's Report: Included in the package that was emailed to all Board members.

- We will be taking television ads in January through March. These will feature DMI's accomplishments and mission as well as some event advertising toward the end of the contract.
- Murrie Zlotziver has received word that the new grant cycles are starting. Specifically, we will ask the Delaware Division of the Arts for \$10,000 this year. Based on the success of the Ladybug Festival in September, we believe that this request is feasible.
- The Sail Banners will go up in the Spring as the City takes down the holiday banners. We will be offering the smaller banners to businesses and individuals at \$200 each.
- The "Shop Early, Shop Late, Shop Local" buttons are in and will be distributed to customers by merchants during the Holiday Stroll. These buttons entitle the wearer (they must be worn) to a 15% discount in each store. It is up to each merchant to determine whether the discount will be on the entire purchase or on a specific item.

Treasurer's Report:

- Bob Starkey explained that the report is based on a full fiscal year. He will provide an updated budget based on our fiscal year now ending on June 30, 2019.
- The Treasurer's Report was accepted after a motion by Pat Sparks, seconded by Lang Redden, and approved by all Board members in attendance.

Strategic Plan:

- Sara Pletcher provided a brief update. We are starting to perform as laid out in the document. The "Big Ask" campaign is the first major step as the Organization Committee is seeking the first wave of donations for all events.

Design Committee: Included in the package emailed to all Board members.

- The Design Committee needs a chairperson.
- The Holiday planting went well. There was great cooperation from the City, with 10 members of the Parks and Rec staff joining 10 citizens.
- Wreath sales are happening. There are about 55 pieces left that will be offered for sale during the Holiday Stroll.
- The issue of parking downtown was discussed with the desire to have Walnut Street made one-way and additional parking be put on the street. While the City is still considering the issue, it was noted that Ben Muldrow, while working on the City Rebirth Plan, said he would not recommend making Walnut Street one way. It was noted that Walnut Street belongs to the State of Delaware and DelDOT would have to be involved in the process.
- On January 7, 2019, at 6:00 pm, there will be a meeting to present the new design guideline.

Economic Vitality: The report was included in the package emailed to all Board members.

- Shipyard update: Sher Valenzuela reported that the committee is working on finding the funding to move forward. Business leaders as well as the City and Kent County are excited to see this project move forward. We have received a commitment for \$15,000 from the City and we'll be asking Kent and Sussex Counties for at least that amount. Additionally, Mark Carter has suggested holding Beer & Cheese Cruises to help raise funds.

Organization Committee: This report was handed out at the meeting**Promotion Committee:** This report was included in the package emailed to all Board members.

- Nina Pletcher announced that this committee would not meet in December.

Old Business:

- Lang Redden indicated that no additional work has been completed on the house. She will ask the contractor for a definite time commitment. If he cannot give her one, Lang will put the remaining work out for bid.

New Business:

- Board of Directors were reminded that they are required to serve on one of the four committees. New members may take time to visit the committees to make the best decision for them.
- The Board Retreat will be held on February 2, 2019 from 9:30 to 1:30. Location will be announced once it is confirmed, but most likely will be in the library.
- CNCS AmeriCorps Opportunity: There is a possibility that DMI may be given the services of a volunteer. Noa Kornbluh was our last AmeriCorps VISTA member and we are hoping that we may once again use the services of a volunteer.
- Murrie Zlotziver, Sara Pletcher, Eric Norenberg, and Chief Brown will be meeting on December 17 with merchants and citizens to discuss the issues raised by the owner of Touch of Italy.

The meeting was adjourned at 7:30 PM with a motion by Pat Sparks, seconded by Peg Reilly, and approved by all Board members in attendance.

The next meeting of the Board of Directors is Saturday, February 2, 2019, at 9:30 am, location TBD.

Respectfully submitted,

Pat Sparks
Secretary

President's Report
December 2018 & January 2019

Officer Elections

- With the new fiscal year ending on June 30, our bylaws state the following:
 - Article 6, Section 3. Prior to the last meeting of the fiscal year, a five-member Nominating Committee shall be appointed by the President with Board approval. This committee, chaired by a Board member and including at least two non-board members, will select candidates for the Board of Directors. The Nominating Committee shall submit its list for Board approval at least forty-five (45) days before the last meeting of the fiscal year. Directors so elected shall serve a term beginning on the first day of the next fiscal year.

If election is not held or the new directors fail to assume the duties of their office, the directors holding office shall continue to act as directors and shall have full power and authority to act as same until such time as new directors have been elected and assume their duties.

- Article 6, Section 6. Any vacancy on the Board may be filled for the balance of the term by appointment through a majority vote of the Board.
- Article 8, Section 1, E. Temporary Officers. In case of the absence or disability of any officer of the Corporation and of any person authorized to act in his or her place during such periods of absence or disability, the President may from time to time delegate the powers and duties of such officer to any other officer or any other Board of Directors member.
- Bob, Pat, and I have terms expiring on Oct. 31, so we need to decide if we should hold an election prior to the June 30, 2019 deadline and re-elect Bob, Pat and I and then temporary and/or appointed officers will fulfill the term from Nov. 1-June 30, 2020 OR should new officers take over effective July 1, 2019. This needs to be discussed and voted on at the Feb. board meeting/retreat.

CNCS AmeriCorps Opportunity

- Murrie and I chatted with Briana and Betsy from the Corporation for National Community Service on Jan. 8 about DMI applying for a VISTA AmeriCorps volunteer again. We discussed this volunteer would create a small business incubator program. They sent us the information to apply and I'll be working through that in February. The earliest this volunteer would start could be August.

Nationwide Healthcare Facility

- Murrie and I met with Daphne Brumbrey on Dec. 11 to discuss how the new Nationwide facility can incorporate Downtown. We suggested she talk to Arena's and Dolce about opening second locations in their lobby and when purchasing art, to work with Marcia Reed and MAL.

Electric Bill Insert

- The City and DMI will print a shared insert in the mid-February to mid-March electric bills. Our portion (one side) will be our 2019 Event Dates. Their portion (other side) will advertise the Efficiency Smart Program. DMI's portion will be ~\$600, which is less than the \$650 budgeted for this project.

Senator Carper's Visit

- Senator Carper and his staff met with Murrie, Sher, Eric Norenberg, Mayor Archie Campbell and I on Jan. 22. We chatted for 1 hour at the DMI office about the organization, our programs, and funding. We then toured the Vinyard Shipyard for 30-45 minutes where he got a tour from Joan and Sudler Lofland, was interviewed by WRDE, and agreed to write a forward in a new book about boats named Delaware that Joan presented to him.

December Meetings/Events:

- 12/1: The Nook Ribbon Cutting
- 12/6: Southern DE Tourism Awards Luncheon
- 12/11: Met with Daphne Brumbrey, Nationwide Healthcare's new site manager
- 12/11: Kent County Levy Court with Dan Bond for Vinyard Shipyard funding
- 12/16: Santa Elf shift
- 12/17: Policing Initiative Meeting with merchants and the City
- 12/20: 3rd Thursday

January Meetings/Events:

- 1/4: Met with Rep. Bryan Shupe to discuss Title 12 funding for new banners, crosswalks, sidewalks, bike racks, etc.
- 1/7: Design Guidelines presentation at City Hall with the Design subcommittee
- 1/8: CNCS conference call
- 1/9: DMI/Chamber of Commerce Quarterly meeting
- 1/15: Promotion Committee Meeting
- 1/16: Executive Director Quarterly Review with Peggy
- 1/17: 3rd Thursday
- 1/18: 2019 Ladybug Festival initial planning call
- 1/22: Entrepreneur Network meeting/presentation
- 1/22: Met with Sen. Carper and his staff

December Hours: 53

January Hours: 50

Executive Director's Report
December 2019/January 2019

Attended the following Committee Meeting:

Economic Vitality (1)	Farmers Market (2)
Design (2)	Bug & Bud (2)
Promotion (2)	Organization (2)
EV Business Recruitment (2)	Irish Music & Dance Concert (3)

Additional Meetings:

- City Sign Ordinance (3)
- Chamber Quarterly
- Chamber Economic Development Committee
- Road Design with the City
- ED Quarterly Review

Community Liaison

- Community Conversation (2)
- Presentation of Design Guidelines to the Community
- Met with representatives from Nationwide
- Chamber Business Mixer
- Southern Delaware Tourism Awards Lunch

Events

- Holiday Stroll

Press/Media/Advertising

- Press Release Santa House follow-up
- Press Release Bug & Bud date change
- Developed rack card/tickets/poster for St Patrick's weekend events
- Developed TV ads ABC 47 for St Patrick's Day & Bug & Bud

Grants/Sponsorships

- Lions Club Grant
- DE Division of the Arts Grants begun for 3rd Thursday & Jazz & Film Noir Festival
- Kent County Fund for the Arts reviewing for Ladybug Festival

Reviewing DE Community Foundation Fund for Women Grant-Possible workshops for women interested in starting a business or how to break into the music business

Ribbon Cuttings/Open Houses:
The Nook

DMI/Vinyard Project – Senator Carper visited DMI to discuss our various event/festivals and then toured the Vinyard

Met with Rep Bryan Shupe to discuss state funding opportunities for downtown projects new banners, sidewalks, signage & crosswalk

Sail Banner Project – Banners being distributed to businesses and artists with the necessary art supplies. Response has been excellent and 5 more small and 3 large banners have been ordered

Shop Early, Shop Late, Shop Local - Kickoff was during Holiday Stroll on 3rd Thursday December 20. Second 3rd Thursday Jan 17, Gallery 37 had an artist Opening & reception which was well received and attended. Looking to add a variety of entertainment program beginning in March will potential funding eventually coming from the Lions Club & DE Division of the Arts grants

Big Ask Campaign – Getting responses to the Campaign Largest sponsorship from Tax Chicks for \$5,000 divided over several events

DE Turf Button the Chamber has chosen not to participate. We are moving forward slowly due to potential expense.

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. Reserved Causey Mansion to kick off with Cocktail Party on Fri Aug 2 with music by Rolf Sturm & Jenna Mammina Looking to do possibly 10 films. Additional music on Saturday

Americorp Conference Call

Begun to work on getting sponsors & new venues for Ladybug Festival

Presented DMI Quarterly Report to City Council

Comp Time: Dec/Jan Total Comp Time 19.25 Used 19.25

Design Committee Report
December 2018 – January 2019

December

Samples of Large & small sail banners were presented

Wayfinding info packet passed out for review

Discussion of establishing a landmark selfie area in downtown

Wrapped up wreath & greenery sales in conjunction with the MHS FFA

No new chairperson for the committee

January

Wreath & greenery sales \$423.10 profit Sold 16 center pieces, 12 swags & all 22inch wreaths. Excess was distributed to those in need.

WayFinding subcommittee established with Dave Pickrell as chair
To recommend signage directing them to downtown shopping and stores.

Update River Town, Art Town, Home Town banners

Art materials for Sail Banner project have been ordered

Dave Pickrell with assistance from Marcia Reed will chair Easter
Flower/Plant sale

Still no Committee Chair Murrie overseeing meetings

18 December 2018

Economic Vitality Committee meeting minutes

Attendees: Present: Walt Hepford, Pat Abel, Bill Pfaffenhouser, Sher Valenzuela, Dan Bond, Eugene Helmick, Murrie Zlotlier, Rob Pierce

Murrie Zlotlier introduced David Root from the University of Delaware Small Business Development Center.

Sher Valenzuela and Pat Abel explained the One Million Cups group which exists to spur and support entrepreneurship.

Pat Abel presented information on a possible new business he has been courting. Also discussed were recruitment efforts and how he and Murrie will be contacting Milford Chamber of Commerce in an effort to work with them to promote DMI. Pat also suggested using DMI's ads to seek prospective retailers.

Murrie Zlotlier reported that retention stats are looking good and the merchants were happy with the Holiday Stroll.

Eugene Helmick reported on the brochure effort and that another pass at refreshing then would be done after the holidays.

Rob and Bill will work with Murrie to get the recruitment package on the website. The Building Inventory will be made available to the committee.

Sher Valenzuela and Dan Bond reported on the ship yard effort noting that they will be meeting with Sussex County to request funding assistance for the viability study. They also reported that they had already met with Kent County and had received contributions from them. They also felt that raising the balance of the money for the study will not be that difficult to raise. Given they had already raise half the money needed the study would soon start. Sher reported DE Turf is in support of the Ship Yard effort.

Walt Hepford reported on the Entrepreneur Network and Murrie filled in David on the functions of group. Murrie also explained the strategy and concepts behind Third Thursday.

Dan Bond provided an overview of the Opportunity Zone program and its advantages for North Milford that has been designated as one of the zones.

Murrie Zlotlier and Rob Pierce presented Murrie's efforts to establish a Business Improvement District in Milford. Funding for this would be by merchants and real estate owners.

Volunteer hours- Dan 40, Sher 30, Peg 20, Bill 12, Walt 4, Pat 3, Ed 2, David 2, Total 113

Our next meeting will be on February 19th at 4:30.

Organization Committee
December 2018/January 2019

In December, Tod, Murrie and Pat met to begin stuffing and labeling envelopes for the Big Ask campaign. It was a one hour meeting as all labels were not prepared. The rest of the mailing was prepared the Friday before Christmas, so went out much later than originally planned. Just a side note that Sara, with some assistance from Pat, included a handwritten note in most mailings. Thank you to those board members who also picked up blank envelopes and sent them out. Your assistance is most appreciated.

The January meeting was attended by Nancy Benson, Jason Peel, Hilary Valentine, and Murrie Zlotziver. Most of the meeting centered around 2 items. One was the change in date for the Bug & Bud Festival. The Organization Committee felt that, since we are handling most of the fundraising for events this year, we should have some input into the date change. Given the possible loss of many volunteers as well as some of the entertainment, the committee members in attendance agreed that we should move the festival.

The second item is the proposed Georgia House Fundraiser. Because of the amount of time the Big Ask campaign took, we decided to postpone the event till February 25. Tickets will be available by the end of January. Committee members are asked to talk it up and invite friends, family, and co-workers to join us. Members of the standing committees and the Board of Directors will be asked to fill in the volunteer spots.

Finally, we looked at the responses to date for the Big Ask campaign. We have received three responses totaling \$450.00. \$200 is designated to Milford in Bloom and \$250 we are free to "use where needed." There is a fourth, major sponsor, coming in once the company decides where they want the money to be allocated.

Combined hours: 81

Respectfully submitted,

Pat Sparks, Chairperson

Promotions Committee Minutes – 01.15.19
6:00-7:00 p.m. @ DMI Office

Attendees: Nina Pletcher (Committee Chair), Peggy Reilly, Cheryl Clendaniel, Jennifer Contravo, Matt Babbitt, Sonja Koeller, David Koeller, Joanne Clark & Murrie Zlotziver (DMI Executive Director)

Called to Order: by Nina Pletcher at 6:00 p.m.

Introductions & Welcome

1) Old Business

- a) Holiday Stroll – Rachel (presented by Nina)
 - i) Addition of alpacas, live music were hits
 - ii) Doing away w/window display competition was received well
 - iii) Area of change-how to get people to go to businesses off of main street; DE Branding had more people than ever
 - iv) Horse/carriage ride-only had 1; which was not adequate; supposed to have 2-3; need to have a different route so it doesn't have to change mid-event, horses need bells for safety reasons
 - v) Need to explore to see why the change in number of carriages, how were we charged etc.,
 - vi) Input will be added to "Work Plan" by Sara
 - vii) Introduced "Shop Small" buttons @ event which Murrie explained to those present

- b) Santa House – Nina
 - i) Huge success
 - ii) 600 volunteer hours; 1220 kids, 138 adults, 22 pets & 50 volunteer elves and artists
 - iii) Receipts were down \$500 from last year-suggestion to move donation box to in front of sign
 - iv) Santa has asked that his stipend be moved to Milford in Bloom.
 - v) Contact from Autism of Delaware to have a special session for the children. Nina is following up w/the individual to see if this is something that is feasible.
 - vi) House needs to be taken apart and placed into storage. Help is needed. Let Nina know if you are available.
 - vii) A new floor is to be installed before ice cream season.

- c) Shop Small Saturday – Murrie
 - i) Was a success
 - ii) Balloon popping was a hit-sold for a \$1; some had a gift certificate in them.
 - iii) Gift wrapping was not a hit-will not do next year.

- d) Irish Weekend – Murrie
 - i) Friday evening family event-Irish dance concert
 - ii) Postcards ready to be distributed
 - iii) Leprechaun will greet families, necklaces will be distributed.
 - iv) Food is to be explored. Unsure if allowed in auditorium.
 - v) Tickets will be sold @ Irish Rose, DMI and on-line. Tickets distinguishing between adult & child will be used to determine number of participants.

- e) Pub Crawl – Peggy
 - i) Six businesses have agreed to participate.
 - ii) Need to send out volunteer link soon.
 - iii) Ramsey is spearheading restaurants and bus; DMI is doing store aspect.
 - iv) Arena's will order cups and charge DMI for what is used. Suggested they be stored in Santa's house/central downtown or stores have a surplus.

- f) Bug & Bub – Nina & Murrie
 - i) Murrie & Nina attended an initial meeting w/Parks & Rec.
 - ii) Date was moved to first Saturday in May due to spring break and the need for volunteers.
 - iii) Jennifer will be a co-chair.

- g) Father's Day Pentathlon – Murrie
 - i) Shared last years' activities-Irish jig, decorated sugar cookies, etc.
 - ii) Saturday, June 15th – hours to be determined; 5 activities for adult/child
 - iii) Need a chair

- h) Jazz & Film Noir Festival – Murrie
 - i) August 2 & 3 @ Jesus Love Temple
 - ii) Small committee has been established & Murrie is the chair.
 - iii) Work plan needs to be developed.
 - iv) Presented a brief overview of how he sees it occurring.

- i) Tracking Volunteer Hours – Nina
 - i) Submit each month to Nina by last day of the month.
 - ii) Sign in sheet will count for this meeting; however, additional hours need to be submitted.

2) **New Business**

- a) Jennifer – ideas for next year; Sara explained how the process works to add an event.
 - i) Pictures w/Easter bunny
 - ii) Mother/daughter tea
- b) Ladybug festival is 9/21/19.
- c) Thank you postcards will be sent to Santa house volunteers.

Next Meeting: February 19th @ 6 pm DMI office

Adjourned: by Nina Pletcher at 7:22 p.m.

Submitted by: C. Clendaniel