

**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