

**Downtown Milford, Inc.**  
**Board of Directors**  
**Thursday March 7, 2019, 6:00 pm**

**Members Attending:** Matt Babbitt, Denise Morris, Jason Peel, Cat Perfetti, Sher Valenzuela, Sara Pletcher, Lang Redden, Tod Van Eyken, Peg Reilly

**Guests Attending:** Nancy Forster, Don Vaughn, William, Jennipher Contrabo, Nina Pletcher, Carol Kiefer

**Executive Director:** Murrie Zlotziver

**Excused:** David Pickrell, Kelly Turner, Pat Sparks, Robert Starkey, Lang Redden

On February 14, the DMI Board voted electronically to approve \$1300 for new flooring inside the Santa House. The vote passed with 11 yays and no objections.

The meeting was called to order at 6:01 pm

The minutes of the February meeting were accepted after a motion was made by Tod Van Eyken, seconded by Denise Morris, and approved by all board members in attendance.

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

- Correction - Planet Fitness, not DEMEC, turned down sponsorship of \$500. We are asking for water donation for Ladybug Festival
- DEMEC is donating \$500. Actively looking for sponsors for Ladybug Festival.
- AmeriCorps - Peg Reilly mentioned Economic Vitality group did not state if this topic will be brought up to the Committee at the next meeting.
- Letter to City of Milford. Would like to send to Rob Pierce first. It was suggested by Sher to sit with Rob and have letter as reference point.
- Yearly review with City of Milford was held on Tuesday 3/5/19 with Eric Norenberg

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

- Murrie has been out in Community and spoke with Rotary who is interested in what we do. The Rotary has money that is donated annually.
- Delaware Division of the Art Grant submitted. Requested \$10,500 for Ladybug.
- Ladybug - Perdue gave \$500. Working on Kent County Arts Grant. Brewers Association Grant is new and will be asking for grant money.
- GROWMARK FS donated \$1,000 for the Farmers Market.
- Irish Rose sold 100 tickets to the Irish Concert. A big shout out to Eugenia Sparks for all her hard work.
- Received a thank you from Senator Carper for his visit to Milford and also a thank you from Bev French for flowers for her husband.
- Music for 3rd Thursday is being worked on and hope to put in Irish Rose or The Nook.

**Treasurer's Report:** The Treasurer's Report was emailed out before the meeting

- Petite Sweet question on nonpayment. Typically pay monthly but have agreed to two lump sum payments.
- The Report was accepted after a motion by Sher Valenzuela and seconded by Cat Perfetti.

**Strategic Plan:** No Update

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

- Murrie reported that a group from the committee are working on wayfinding. They have walked the community and will suggest a plan by mid-April. There are signs directed for parking but seem to be invisible.
- Letter to all business/property owners reminding of the sign grant, paint grant and small business loan.

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

- Shipyard Update: Continue to go after fund raising. Hope to have more information for the next meeting. A question was asked about the Poster to be used: Sher needs to follow up with Claudia.
- Sara Pletcher suggested to Sher to speak to Megan at Wilmington Waterfront regarding the Shipyard project.
- Entrepreneur Network: Quotes from business owners will be used as part of the strategy to bring new businesses to town. Rosemary Connelly came to the meeting and has asked if the Big Draw banners could be added to downtown during the month of October. The Board had no objections to this request
- Farmers Market: 12 vendors so far. Sara to speak to Lang Redden regarding using credit card with the vendors.

**Organization Committee:** This report was included in the packet emailed to all Board members.

- Fundraiser has been moved to Monday, April 1, 2019. Must have a minimum of 100 tickets sold. The question was asked if we should do this dinner going forward. Need to make this a success and the committee needs to follow up on the Big Ask.

**Promotions:** This report was included in the packet emailed to all Board members.

- Sara Pletcher and Peg Reilly will be on DelmarvaLife on Friday, March 8, 2019 and on WGMD on Wednesday, March 13, 2019 to promote the Pub Crawl and the Irish Concert.

**New Business:**

- Sara Pletcher brought up how a work plan is being used for the Pub Crawl and that everyone should use a work plan to make any project going forward easier. The Committee Chair needs to make sure work plans are done.
- Sara Pletcher reported that the Chamber of Commerce suggested DMI get involved in a Community Clean up. This idea came out of their last Board Meeting. There is a frustration that their Board says no to anything DMI suggests. DMI wants to collaborate

but having a difficult time. This clean-up could be part of Keep America Beautiful and would have a one-time certification fee of \$2000 and an annual fee of \$385.00.

- Peg Reilly stated that Gallery 37 has a group that cleans up Downtown each Friday morning at 9 am. Cat Perfetti stated Parks and Rec is doing a Community Clean Up day on April 6th. Sara will go back to the Chamber for more information.
- Don Vaughn volunteered to help with businesses if needed to talk with Chamber as well.
- Matt Babbitt suggested DMI/Chamber have a mixer for both Boards to meet.
- Board Nomination Committee: Need a slate by the May Meeting as the slate needs to be set. If interested in being on the Committee let Sara know.
- Matt Babbitt announced that Slaughter Beach is having a Cinco de Mayo 5K and would like to cross promote with DMI/Bug & Bud.

Meeting was adjourned at 7:04 pm.

Respectfully submitted,  
Peg Reilly, Vice President