

AGENDA
Downtown Milford, Inc.
Board of Directors Monthly Meeting & Annual Retreat

Thursday, May 2, 2019 6:00 pm City Council Chambers

MISSION STATEMENT: Partnering to build Milford's historic Downtown into a unique, vibrant, and livable place for all.

- Call to order: DMI Board President Sara Pletcher
- Minutes (April 2019) approval
- President's Report: Sara Pletcher
- Executive Director's Report: Murrie Zlotziver
- Treasurer's Report: Bob Starkey
April 2019
- Strategic Plan Progress
- Design Committee: Murrie Zlotziver
April 2019 activities
- Economic Vitality Committee
April. 2019 activities
Vinyard Shipyard Update: Sher Valenzuela
Entrepreneur Network: Peggy Reilly
Farmers Market: Lang Redden
- Organization Committee: Pat Sparks
April 2019 activities
Volunteer Recognition Picnic
- Promotion Committee: Nina Pletcher
April 2019 activities
- Old Business
Board Nomination Committee
Executive Director Update
Executive Board 2019-2020
June Chamber/DMI Meeting
- New Business
End of Year Party – July
Budgets
- Adjournment

**Next Board Meeting – Thursday, June 6, 2019, 6:00pm @ Arena's with the Chamber of
Commerce of Greater Milford**

Downtown Milford, Inc.
Board of Directors Meeting
April 4, 2019

Present: Matt Babbitt, Cat Perfetti, Sara Pletcher, Denise Rivera, Pat Sparks, Bob Starkey, Kelly Turner, Tod Van Eyken

Excused: David Pickrell, Lang Redden, Peg Reilly, Sher Valenzuela

Absent: Jason Peel

Executive Director: Murrie Zlotziver

Guests: Jennipher Contravo, Shelly Moore

The meeting was called to order at 6:01 pm.

The minutes of the March meeting require one correction. Denise Morris is now married and is Denise Rivera. A motion was made by Tod Van Eyken, seconded by Denise Rivera, to accept the minutes with this correction. It was approved by all Board members in attendance.

President's Report: Included in the packet sent to all Board members.

- Rob Pierce from the City of Milford has responded to the letter that was sent regarding code enforcement.
- The Board of Directors of the Chamber of Commerce for Greater Milford is open to meeting with the Downtown Milford, Inc. Board of Directors to formulate a means of working together. One point of common interest is the trash found throughout the downtown area. The Chamber was unaware that business owners clean up Walnut Street on Friday mornings. The hope is that we can hold a community event to clean up city-wide in 2020. We will meet together on June 6, 2019, from 5:00-7:00 pm at Arena's.
- Georgia House in Millsboro closed abruptly on March 30, 2019. Sara Pletcher spoke with Crystal at the Milford Georgia House and was assured there are no plans to close the Walnut Street location.

Executive Director's Report: Included in the packet sent to all Board members.

- The Irish Dance and Music Concert sold 301 tickets. Sara Pletcher commented that the email addresses provided on those tickets were entered into our database the following Monday.

Treasurer's Report: This report was handed out at the meeting.

- The Board members present asked Bob Starkey to send a letter to Petite Sweets which will provide the remaining balance on the loan Downtown Milford, Inc. made to them. It will also ask them to provide a plan to pay back the balance. It was decided there is not a need at this time to send the letter as certified mail.
- Murrie Zlotziver informed the Board that Nancy Chirdon Foster has applied for a loan for her new business. The Board asked Bob Starkey to research how long it took her to repay the loan given to her previously. It was suggested that we might consider a smaller loan.
- Pat Sparks moved that we accept the Treasurer's Report, Tod Van Eyken seconded the motion and it was approved by all Board members in attendance.

Design Committee: No report

- The Design Committee did not meet in March. However, the Flower Sale is taking place Easter weekend and volunteers are needed to staff the event.

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

- There is someone looking at the old clock shop store. They are planning to open a health food store. There is also interest in opening a barber school and there is a brewery looking at property as well.
- There are two corrections to the report. Aimee String from TADA was unable to present to the March Conversation group. The Pierogi Shop will be opening at NW Front Street, not on Walnut Street.
- The send-off for Jack Sheaffer was well attended. Stories were shared about his presence downtown and well wishes were given to him for his retirement. Downtown Milford, Inc. presented a plaque to him to thank him for his contributions to the downtown business community.

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

- Jesus Love Temple has become at Bug & Bud Festival sponsor at \$250. Arena's has said they will come in at \$1,000, but we're still waiting for the check.
- Thank you's need to be sent out to all sponsors by the end of the April. The Organization Committee will begin working on these.
- Bill and Sherry Shupe and Joanne Clark need to receive an apology because they were not notified that the Georgia House Fundraiser was cancelled.
- It was noted that Sara Pletcher also attended the March meeting. Her name was not included in the report.

Promotion Committee: The report was included in the packet emailed to all Board members.

Old Business:

- Denise Rivera, Peg Reilly and Tod Van Eyken have agreed to serve on the Nominating Committee. It was suggested that they ask Stephenie Tatman to serve on the committee with them. Don Vaughn, Jamie Sharp, Angie Robles, and Karen Barnes are potential nominees to the Board.

New Business:

- Murrie Zlotziver accepted the proposal to cover his leave of absence for surgery. The Board will need to hire an interim director to keep Downtown Milford, Inc. running smoothly.

Pat Sparks moved to end the meeting at 7:07 pm. Tod Van Eyken seconded the motion and it was approved by all Board members in attendance.

The next meeting is May 1, 2019 at 6:00 PM in the Council Chamber at City Hall.

Respectively submitted,

Pat Sparks

Secretary

President's Report
April 2019

Ladybug Festival

- SaraKate, Murrie and I met with Gable on April 17. We discussed sponsorship money, which is not coming in, and the idea of a crowdfunding campaign. We all agreed this was a good idea, especially since more than 2200 people are interested in the Milford event on Facebook.
- Gable visited new venues during their April 17 visit and approved the Chamber of Commerce, Pierogi Spot, The Nook and most likely Red Bandana and the Music School of DE.
- Gable will be present at the Bug & Bud Festival handing out Save the Dates.

Board Resignation

- Effective April 25, David Pickrell has resigned from the Board due to inability to make the meeting for the foreseeable future. His resignation letter is attached to the bottom of this report.
- We can fill this position with new board members beginning July 1.

King's Ice Cream

- King's signed a 2019 lease on April 24. They will open May 1 and the lease ends Oct. 31, 2019, but the business may close sooner than that.
- A port-a-potty with a sink is ordered and will be delivered by May 1. The Farmers Market will pay half of this cost and King's will pay the other half. Both entities will have a key for entry. Farmers Market vendors are permitted to use the potty, not customers.

DMI Presidency

- The May 2019 meeting is my last official meeting. Unfortunately, I will be in MT for work, so I am unable to attend the joint DMI/Chamber meeting in June. Andy Stephens will moderate that meeting and Jo, Darel, Murrie and I will approve the agenda prior to.
- The scheduled July meeting falls on July 4, so I suggest cancelling July (we typically do anyway) and the new Board will begin at the August meeting.
- To date, no one has shown interest for the president position, but I was asked what my 10 time consuming activities of the job are, so, here they are, in no particular order, for all to mull over:
 1. Managing the DMI Executive Director and ensuring he is on task with projects and his goals
 2. Long-term goals and relationships for the organization, i.e. relationships with DE Turf, the Vinyard Shipyard project, ice cream business, etc.
 3. Social media (Facebook, Instagram, Facebook event creation, DMI Merchant group)
 4. Reviewing and editing press releases and all branded flyers/materials
 5. Website updates

6. Signup.com for event volunteer needs
7. Prepping and attending meetings with staff, Committees, the City, business owners, community members, etc.
8. Event management – Ladybug Festival, Pub Crawl – and presence/appearance/volunteering – 90% of all DMI events
9. DMI specific emails
10. Continually advocating for Downtown Milford in nearly every aspect of my life on and off the volunteer clock

A lot of these jobs can be delegated to other volunteers, including board members, so if you are considering this role, note you will not have to do all of the above unless you choose to.

Meetings/Events:

- 4/3: Peggy and I met with Murrie to discuss his surgery plans and offered him the Board's repayment plan idea
- 4/3: Murrie and I met with Jo and Darel for our quarterly Chamber/DMI meeting. We discussed the email I sent and hope the joint meeting in June will help smooth over the DMI/Chamber relationship.
- 4/5: MSD Advisory Panel at MHS – I sat in on a pathway discussion to see how DMI and the MSD can continue to partner and generate a student intern.
- 4/11: Created the Bug & Bud volunteer signup – 188 spots
- 4/16: Bug & Bud Committee meeting
- 4/16: Promotion Committee meeting
- 4/17: Ladybug Meeting with Gable
- 4/19: Board Conference Call – executive session
- 4/23: Peggy and I met with Murrie to review his surgery plans and rescind the repayment plan based on the Board's unanimous vote during the 4/19 conference call. A recap of this meeting was sent to the Board on 4/27.
- 4/30: Met with the City Manager and DelDOT to discuss a grand opening celebration of the new Rt. 1/Rt. 14 overpass.

April Hours: 60

David Pickrell's Resignation Letter:

Hello Sara

Due to low meeting attendance and the rules pertaining to meeting attendance outlined in the DMI bylaws, I hereby resign from the DMI Board effective immediately. I hope to be considered to continue my involvement with the Design Committee and MIB.

Regards,
David

Executive Director's Report
April 2019

Attended the following Committee Meeting:

Economic Vitality (1)	Farmers Market (1)
Design (1)	Bug & Bud (3)
Promotion (1)	Organization (1)
EV Business Recruitment (1)	Vinyard Project (2)
Jazz & Film Noir	

Additional Meetings:

Chamber Quarterly
Gable Music Ventures
TADA Dance

Events

3rd Thursday

Press/Media/Advertising

Bonnie McCarty, ABC/47 - Bug & Bud AD & Facebook
Meghan Bayline, DELMARVA Broadcasting - Live Broadcast from B&B and ads. Also Ladybug Festival Advertising/Sponsorship
Chuck Ward, Delaware Today - Advertising/Sponsorship possibilities
Nicole Kopperud, Photo Editor Parade Magazine - including We are Milord Mural in future article on murals across America
Keith Adams, Vivids Video Production - Video Proposal/Major Sponsorship

Grants/Sponsorships

Bug & Bud sponsorships – Delaware Pediatric Dentistry, Arenas, Jesus Love Temple, Tidemark Federal Credit Union, Bella Terra, American Veterinary Clinic, JH Wilkerson
Brewers Association Diversity & Inclusion Event Grant - Ladybug Festival not funded

Ribbon Cuttings/Open Houses: None

DMI/Vinyard Project – Possible involvement by Delaware Nature Society

Sail Banner Project – Banners are being submitted with unveiling to the public on May 25

Ladybug Festival – sponsorships, new venues, presences at B&B & crowdfunding

DE Turf Button – canvassing businesses for participation

King’s Ice Cream returning in May

Design Committee Report

April 9, 2019

Sail Banner Project – Set date of unveiling banners for Saturday May 25, 2019

Easter Flower/Plant Sale – Sale held at Santa House April 18,19, 20 Sold out after 2 days. Big thanks to committee members, Dave Marcia Jan, Joey, Nadia & Ang and volunteers. Sales total \$3,106 Expense \$1458.80 Profit \$1647.20

Milford in Bloom Plants ordered planting will be Sunday May 19, 2019 in conjunction with Park & Rec. Volunteers needed. Also need someone to help water during the summer.

Economic Vitality Committee Report April 2019

Present: Walt Hepford, Dan Bond, Bill Pfaffenhauser, Ed Simon, Eugene Helmick, Pat Abel, and Murrie Zlotziver.

The monthly meeting took place on April 16th.

Local Coordination –

A job fair was held from 1pm to 6pm April 8 at the Milford H.S. Gym. The fair was a cooperative effort of the Milford Chamber, Milford School District and Delaware Department of Labor. There were 57 employers and over 427 attendees (half students and the half adults from the community. The employers were happy and are interested in future events.

The April Conversation group meeting will be held at 8:30AM on April 18 at the Mispillion Art League. The featured speaker will be Andy West from the Delaware state News. He will talk about the paper's increase coverage of Milford

Building Inventory- Eugene/Bill: It was noted that Rob has the website up again. We need to make sure that recent changes in area businesses have been made.

Literature Distribution – Bill/Eugene – Changes/updates need to be made for the next quarterly printing of the brochure.

Recruitment changes – Pat/Peg / Murrie– Ed reminded the group that David Root offered to assist our group, He is with the Delaware Small Business Development Center (SBDC) He is Center Director for Southern Delaware which includes Milford. The SBDC. Provides services for new and existing business. There was a general discussion of recruitment strategies. Bill has been working with Peg and Sher on finalizing a planning document on recruitment steps. They will need to meet again. Dan asked for help in recruiting a tenant for the first floor on the Pikus Building.

Entrepreneur Network – Peg. Peg sent an email to the members of the Entrepreneur network. Due to lack of interest, Peg is suspending committee meetings.

Vinyard Shipyard. - Sher, Dan – Sher was not at the meeting, so Dan reported. The project is seen as a Public/Private project. We need a non-profit and may have found one. If this works out the project could be headed in the right direction. Dan mentioned that there has been talk of enhancing the River Walk to go all the way from Abbot's Nature to the DuPont Nature center.

Opportunity Zones – Dan reported on the meeting that was held at the library. Subjects included a discussion of equity financing. Currently there is \$1 Million available.

Farmer's Market - Walt. The Farmer's Market will start on May 4th at the same location as last year. There have been 28 vendors thus far who signed up. We need volunteers.

Director's Comments – Murrie. A few days After the Bug and Bug festival, Murrie will be having major surgery.

Volunteer Hours: Dan 20, Peg 15 , Sher 15 , Bill 15, Ed 4 , Eugene 3 , Walt 4, Pat 2 , Farmers 30, Total 108



April 2019 Update:

- Toured Shipyard with Megan McGlinchey, executive director of Wilmington Riverfront Project with Anne Harper, executive director of DE Nature Society on April 10th to review project. Field trip with Vinyard Task Force to Wilmington Riverfront to come.
- Met with Vinyard Task Force to update on potential of positioning project as Public/Private partnership. Project would require a non-profit and the DE Nature Society has expressed interest in acting as its umbrella. Discussed talk of enhancing Riverwalk to extend from Abbot's Nature to the DuPont Nature center. Discussed implications of DE Nature Society (DNS) acting as entity that could operate the shipyard, or potentially the entire Mispillion Riverwalk in addition to the Shipyard, Spoon Factory and future park. Discussed what DNS would require in order to consider taking on the responsibility. Key to gaining its support will be a robust business plan to include pro forma and potential revenue streams connected to activities, entrance fees, etc.
 - Advised Architectural Alliance to include support for same in its upcoming Feasibility Study, due in June.
- Prioritized action items with Task Force required to launch public fundraising/awareness campaign.
- Received update from SaraKate that USDA point of contact that she worked for regarding potential USDA grant has moved on to <https://philanthropydelaware.org/> and has already established contact with SaraKate in her new post.
- Informed that Shipyard is included in City of Milford's current Comprehensive Plan.
 - Action Item to gather information for upcoming "acquisition package" for the City will be forthcoming.
- Met with Tim Slavin, executive director of DE Division of Historical & Cultural Affairs; toured shipyard.

May 2019 Focus:

- Public Vinyard Shipyard fundraising/awareness project
- Supply of information to Architectural Alliance in support of DE Nature Society business plan
- Potential Wilmington Riverfront Task Force field trip
- Follow up with Sussex County Council in pursuit of financial support
- Meet with Dr. Bobbie Berends May 15th, (VP & Campus Director of DelTech Georgetown campus), Dr. Chris Moody (Workforce Development Director) and members of AA to tour shipyard and discuss Shipyard's educational opportunities.



FARMERS MARKET COMMITTEE MEETING MINUTES

Date: 04/15/2019

Time: 4pm (DMI office)

Attendance: Dave V., Sharon, Colleen, Jamie, Melissa, Lang, & Murrie

- **New applications-** No new applications. We need to remind the vendors that signed up for the year to pay before the first day of the market or they won't get the discount. Lang will send a reminder.
- **Porta pots-** The ice cream shop needs to have a porta pot for its workers. DMI asked if we would share the cost. It is \$78.00 a month and includes weekly clean outs. We would pay for ½. The money could come from TS Smith since they had offered to pay for it last year. Someone needs to reach out to them. Also, the pot would only be for our vendor use only. Customers should be directed to Dolce' or the library for bathrooms. We would keep a key at the DMI table and vendors would get it from us.
- **More sponsors-** Besides Growmark we have two new sponsors for the market. Archology Architecture and Design & Anderson Windows made a donation to the farmers market of \$500 each. For that donation they get added to the sponsor list on all advertisement's, space for a company tent if requested, their name on the kiosk poster, three press releases mentioning them, and social media posts mentioning them. Anderson windows will be the only one requesting a space. Dave also has been in contact with Seascape Labs and they are also interested.
- **Matching program-** Since we have more sponsors the committee voted to start the matching program for this year. The match will be \$5 to each person who presents a WIC or Senior coupon at the market. We will design and number coupons. Each person who receives a coupon will put their name down stating they received one. We limit one per person and we have a cap of \$300 to spend on the matching program. If we see a need to extend the program we will address this when it happens. Melissa will make up the folders for the vendors to put their coupons in each week and also make up a table/tent rental envelope for funds from that.
- **Events-** Strawberry Social will be 5/25 from 10-12 with prep being at Melissa's house on 5/23 at 4pm. We can discuss things this night as well. Make it a short meeting night. We will have the community unveiling of the sail banners around town that same day. People are encouraged to come out and see the banners between 11 and 1 that day.
- **Promotions-** Raffle- We received a donation from the Bike shop again this year. This time it is a large scooter that is black (A \$200 value). This makes it a gender neutral prize and good for a larger demographic of children to preteen/teen. The tickets will be the same price. \$1 for one or 6 for \$5. We will also have a \$100 DMI gift card for second place.
- **Other -**
- We discussed having a raffle and coming up with other events for farmers market week on August 10th
- Melissa will provide a clip board for the shed to put a sign-out sheet for the tents and tables
- The market master list is complete up to July 27th.
- Melissa presented an estimate for an AM/FM tuner and antenna to add to the shed sound system. This way she wouldn't have to keep using her iPhone. The estimate is for \$300 and is a discounted rate. The committee voted to get the equipment and added they would like it to be

tuned to the DUCK or EAGLE stations since they are local and kid appropriate. Melissa will get it installed and billed.

- August 3rd Murrie will provide music (JAZZ). We asked Colleen to see if Joe Lear and the community band will play on 8/11 instead.

NEXT MEETING WILL BE MAY 23rd, 2019 AT 4PM AT MELISSA'S HOUSE. STRAWBERRY PREP AND DISCUSS MARKET ISSUES. HER ADDRESS IS 20420 PINGUE DRIVE, MILFORD DE 19963. PULL ONTO PINGUE DRIVE AND PARK BEHIND THE FIRST HOUSE ON THE GRAVEL. (PLEASE BRING YOUR BEST PARING KNIFE AND EGG SLICER.)

Promotions Committee Minutes – 04.16.19
5:30-6:30 p.m. @ DMI Office

Attendees: Nina Pletcher (Committee Chair), Sara Pletcher (DMI President), Cheryl Clendaniel, Jennipher Contravo, Sherri Shupe, Cat Perfetti, Murrie Zlotziver (DMI Executive Director) & Joan Dowell (Wilm. U Student observer)

Called to Order: by Nina Pletcher at 5:35 p.m.

Introductions & Welcome

1) Old Business

- a) Holiday Stroll – Nina
 - i) Paying \$300 to horse/carriage as it was a discounted price and contract was not specific.
 - ii) Rachel has agreed to chair again next year.
 - iii) Price may increase next year but will have additional wagons/horses

- b) Santa House – Nina
 - i) Flooring has been installed.
 - ii) Ice cream shop ready to be open for Bug & Bud.
 - iii) One Porta-potty and a 55 gallon drum for waste water will be available.
 - iv) \$78 a month-includes weekly cleanout and replacement of supplies.
 - v) Drum emptying is \$50 each time it has to occur.
 - vi) Will be locked and for use for vendors and ice cream shop workers only.
 - vii) Need a sign for door~Staff Only
 - viii) Farmer's Market may assist w/the cost of Porta-Potty as well as King's Ice Cream.
 - ix) Flower sales are Thursday, Friday and Saturday. Still open slots for volunteering.
 - x) Prices and pictures of flowers are on Facebook.

- c) Irish Weekend/Pub Crawl – Sara
 - i) Made over \$10,000 as compared to last years \$14,000.
 - ii) Some vendors were happier this year as it was easier to handle the crowds at the bar etc.
 - iii) Fewer bibs were sold.
 - iv) Will e-mail as to whether a Sunday or Saturday suits the best for the Irish musical event.
 - v) Sold 85 tickets at the door so need venue an hour prior to the show. 4:00 would be the earliest it could start and that is a tight schedule for the church.

- d) Bug & Bud – Jennipher & Murrie
 - i) Permits are approved as well as vendors (120).
 - ii) 21 sponsors~over \$10,000
 - iii) Less food vendors but more diversity.
 - iv) Has concentrated on soliciting more community participants.
 - v) Insert will be in The Chronicle highlighting the event.
 - vi) Discussed the fashion show.
 - vii) There is a need for volunteers....on Signup.com especially with kid zone.
 - viii) Everyone needs to use website for volunteering.
 - ix) Art contest fliers were sent to the school.
 - x) Parade flyer ready – school district translated it – will be sent out on Monday, 4/29.
 - xi) Committee meeting is 4/30 @ 8 a.m. @ Parks & Rec.

- e) Ice Cream Season
 - i) Previously discussed.

- f) Farmer's Market
 - i) Opens 5/4/19
 - ii) Vendors will be there all day due to Bug & Bud~Murrie will confirm.
 - iii) Volunteers need to sign up on-line.

- g) Jazz & Film Noir Festival – Murrie
 - i) August 2 & 3
 - ii) Has a limited work plan~needs to be shared w/Committee Chair
 - iii) Exploring an alternative distributor at this point and a caterer as well as Speak Easy.
 - iv) Decided to use bidding process for catering, alcohol and dessert.

- h) Tracking Volunteer Hours – Nina
 - i) Submit each month to Nina by last day of the month.

2) **New Business**

- a) Ladybug Festival Updates-Sara
 - i) Sponsorship money is not coming in.
 - ii) Tomorrow meeting w/Gable w/old and new venues.
- b) Chocolate Crawl
 - i) Peg not here to discuss.
 - ii) Discussed doing it possibly on February's third Thursday.
- c) Mother's Day Tea
 - i) Jennipher wants to do it next year
 - ii) Catholic Church doing an event this year and it is to be an annual event
- d) Black History Month
 - i) Performance, history and art event
 - ii) Considering partnering w/the museum.
- e) Father's Day
 - i) June 15th – beginning to explore ideas
 - ii) 5 events vs. 10 events like last year~Irish Rose, Red Bandana, Gallery 37, Dolce, Delaware Branding
 - iii) Will have ribbons & will need volunteers
- f) Fiscal year will end June 30th.
 - i) Budgets need to be ready from 7/1/19-6/30/20.
 - ii) Have already been approved for events through October 2019-only need to figure out Nov.–June.
- g) Community picnic is 5/25. Design committee is handing this.
- h) Discussed responsibility of board and committee and using Signup as the only avenue for volunteering.

Next Meeting: May 21st @ 5:30 pm DMI office

Adjourned: by Nina Pletcher at 6:55 p.m.

Submitted by: C. Clendaniel