

**Downtown Milford, Inc.**  
**Board of Directors Meeting**  
**May 2, 2019**

**Present:** Jason Peel, Cat Perfetti, Sara Pletcher, Lang Redden, Peg Reilly, Pat Sparks, Bob Starkey, Kelly Turner, Tod Van Eyken

**Excused:** Matt Babbitt, Denise Rivera, Sher Valenzuela

**Executive Director:** Murrie Zlotziver

**Guests:** Jennifer Antonik, Joe Phillips

The meeting was called to order at 6:02 pm.

The minutes of the April meeting should include a note under Organization Committee stressing that work plans should be developed to track the sponsor tasks identifying who will take the lead on each sponsor benefit. A motion was made by Peg Reilly, seconded by Tod Van Eyken, to accept the minutes with this correction. The motion was approved by all Board members in attendance.

Joe Phillips was introduced as the Interim Executive Director. He will be working while Murrie Zlotziver is out on medical leave.

We received a thank you note from Jack Shaeffer. Jack was very appreciative of the send-off that DMI coordinated in his behalf.

David Pickrell has had to resign from the Board of Directors due to other commitments.

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

- A ribbon cutting will be held for the new, Milford-branded, overpass on May 18 at 9:00 AM. The overpass will be open to pedestrian and bicycle traffic that morning and Lifecycle is organizing a bike ride for that morning. All board members and committee members are encouraged to attend.

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

- Keith Adams is interested in being an in kind sponsor at the \$5000 level. He would provide video coverage of some of Downtown Milford, Inc.'s events in exchange for being listed as a corporate sponsor. This is the same level as Bayhealth and The Chronicle. There was a discussion about the possibility of using part of this package for the direct benefit of the downtown businesses. No decision was made at this time as to how that would happen. A motion to accept the proposal was made by Pat Sparks, seconded by Tod Van Eyken, and approved by all Board members in attendance.
- Red Bandanna will hold their ribbon cutting on Saturday, June 1. All Board members are encouraged to attend to show our support. We will also be unveiling the Sail Banners on Saturday, May 25.
- Murrie Zlotziver got pricing and availability for billboards. The digital boards show six ads every ten seconds. The cost is \$950 per month. There is no digital board available until August 2019. Static boards are \$1200 per month. There are no boards available until the summer of 2020. Because of the cost, Downtown Milford, Inc. is not able to purchase advertising in this format.

- DE Turf update: Businesses are offering various discounts to customers who come in with the DE Turf button. The Mispillion Art League is not able to offer any discount. We would need to order 6,000 buttons initially, but we would need to reorder them as needed. The bags are \$.90 each and we would need to order 6,000 bags as well.

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

- We have received the first invoice from the consulting firm for the Vinyard Shipyard project. It is \$22,000. We have not received any of the funds that the City of Milford and Kent County have pledged to this project and will need to collect that money in order to pay this invoice.
- Bob Starkey is working on the new fiscal year budget. There will be a meeting on May 28 to finalize the budget for presentation to the Board of Directors for approval. This will most likely be an electronic vote. Committees must turn in their requested budgets by May 20.
- A motion was made by Peg Reilly, seconded by Pat Sparks, and approved by all Board members in attendance to accept the Treasurer's Report.

**Design Committee:** The report was included in the packet emailed to all Board members

- The Easter Flower Sale went very well. All flowers were sold in two days. The committee will look at possibly increasing the order for 2020. One note: the flower order was actually decreased this year as there were so many flowers left over in 2018.

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

- Peg Reilly sent an email to all businesses in downtown. Due to a continued decrease in number of business owners attending the monthly meeting of the entrepreneur network, Peg has suspended these meetings. Some of the business owners would like to form their own group, but when asked, Peg said she would not assist in forming this group. A motion was made by Pat Sparks, seconded by Tod Van Eyken, and approved by all Board members in attendance to accept the suspension of the Entrepreneurs' Network.
- The 2019 Farmers Market is ready to start their season on Saturday, May 4, at the Bug & Bud Festival. Many vendors prepaid this year which will be reflected as less money coming in as vendor fees. Note: vendors who prepay for the year receive a discount of almost 50% off the weekly fee.

**Organization Committee:** No report submitted.

- The Organization Committee will plan the Volunteer Appreciation Picnic for August. A date will be set at the next committee meeting (May 9). All Board members will be asked to help set-up, clean-up and serve that day to show our appreciation for our volunteers.

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

**Old Business:**

- The Nominating Committee presented Don Vaughn, Shelly Moore, and Sandra Gullledge as the slate of new board members. The committee is still trying to identify a lawyer to serve on the Board as well. Once the slate is finalized, an electronic vote will be required to accept the slate.

- Murrie Zlotziver provided an update on his medical leave of absence. He was told that the robotic surgery is no longer an option and he will undergo open heart surgery instead. At this point, his expected date to return to work would be June 3, 2019.

**New Business:**

- Because the July Board meeting falls on July 4<sup>th</sup>, it was decided to cancel the July meeting. The Board of Directors traditionally does not meet in July.
- Sara Pletcher will be hosting a Board end-of-year barbecue at her home on July 13 in late afternoon. Please watch your email for an evite with specifics about the event.

Pat Sparks moved to end the meeting at 8:20 pm. Lang Redden seconded the motion and it was approved by all Board members in attendance.

**The next meeting is Thursday, June 6, from 5:00-7:00 pm, at Arena's. This is the joint meeting with the Greater Milford Chamber of Commerce Board of Directors.**

Respectively submitted,

Pat Sparks

Secretary