

Downtown Milford, Inc
Board of Directors Meeting
October 1, 2019

Present: Peg Reilly, Shelley Moore, Cat Perfetti, Don Vaughan, Pat Sparks, Sara Pletcher,
Sandy Gullledge, Jason Peel, Trish Gerken

Excused: Bob Starkey, Sher Valenzuela, Kelly Turner, Denise Rivera

Absent: Matt Babbitt, Lang Redden

Guests: Nina Pletcher, Sara Kate Hammer

The meeting was called to order at 6:03pm

The minutes of the August meeting should state Jason Peel was excused. A motion was made by Sara Pletcher, seconded by Pat Sparks, to accept the minutes with this correction and also to accept the minutes for September. The motion was approved by all board members in attendance.

President's Report: Included in the packet sent to all board members. Peggy Reilly did mention the presentation of the Quarterly report to City Council and the positive response on the Ladybug Festival

Executive Directors Report: Included in the packet sent to all board members

A new intern begins Monday October 7. Liz will be working 15 hours a week for school credit.

Treasurers Report: This report was handed out at the meeting

An email and a hard copy has been sent to Petite Sweets for non payment of their loan. They have not responded. The balance is \$3,907. A certified letter will be sent next.

Jesus Love Temple has been forgiven for the balance that they owed us for the Lady Bug festival.

Loft team still owes us \$200 for their sail. They have not returned a painted one.

We need to revise the list of board members that can sign checks for the checking account.

A question was raised about the bike racks. There is 1 repair station at Life Cycle. The bike racks can not be installed in brick. Concrete must be poured to install them. It is unclear how many racks are still left to install or where they should be located. Draper Holding and the Irish Rose were told they would get recognized with a plaque for donating \$1000 toward the racks.

Kings Ice Cream still owes \$800 for rent. We need to know if he is coming back next year, if not we need to start looking for another ice cream vendor.

A motion was made by Pat Sparks, seconded by Don Vaughan, and approved by all board members present to accept the Treasurer's reports for August and September.

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

No one was present to give an update on the signage project

Economic Vitality Committee: The report was emailed to all Board members during the meeting

Shipyards update by SaraKate Hammer. The proposal for the Vineyard is as follows: The owners of the property will potentially be the City of Milford. It would be managed by Delaware Nature Society (DNS) The home would contain a small café or restaurant, with retail space and offices for the shipyard. There will be activities at the shipyard for the Big Draw.

La Hacienda has purchased the building that the former Georgia House was in.

Farmers Market: This Saturday will be last market until November. There will be apple cider and face painting.

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

There will be 2 Big Asks this year. The first one will concentrate on the first half of the year including Santa's House, Shop Small Business Saturday, and the Holiday Stroll. The second one will encompass Milford in Bloom, Farmers Market, Pub Crawl, and Irish Music and Dance.

Volunteer Recognition invites will go out tomorrow.

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

Sonja Collier will be co chairperson for the Holiday Stroll, along with Sandy Gullede.

There will be a workshop on how to utilize social media to promote Small Business Saturday at the Milford Public Library October 22 from 8:30- 10:00am.

Old Business:

The Ladybug Music Festival was a smashing success. There was an estimated 5,500 people that attended. DMI had a profit of \$5,500 from alcohol and t-shirt sales.

September 19, 2020 is the date of the Riverwalk festival next year. We would either have to combine with the Riverwalk Freedom Festival or have the music fest a week earlier. There was a follow up phone call taking place tomorrow with Gable to discuss the festival and DMI's involvement next year. This will be on the agenda for November's meeting.

New Business:

ABC channel 47 advertising cost us \$1500 per ad. We will be discontinuing the advertising at this time.

Sandy recommended that we should be doing online banking. The treasurer, Executive Director, President and Matt Babbit will be the designated people with access. A motion was made by Sandy Gulledge, seconded by Sara Pletcher, and approved by all board members in attendance.

Joey Phillips has been nominated to be Kent County Ambassador of the Year.

Sara Pletcher has won the Governor's Award for Volunteer work.

A question was asked as to whether Nancy's Café would accept DMI gift certificates. Peg Reilly will follow up with Nancy Chirdon.

To maintain our Main Street certifications all work plans for each committee for 2020 need to be submitted.

We need to set up a credit card procedure. Peg Reilly is working on this

The Executive Director needs a new computer. Trish is to get prices and we will get approval from Board

This was Sara, Pat and Bob's last meeting. Thank you all for your hard work and service to DMI.

Pat Sparks moved to end the meeting at 7:33, Sara Pletcher seconded the motion and it was approved by all Board members in attendance.

The next Board Meeting will be November 5, 2019 at 6:00pm Milford City Council Chambers.