

Economic Development Commission
Meeting Minutes
January 3, 2024

Meeting was called to order at 8:12 am

Present: Terri Packard, Natoma Vargason, Ron Humbel, Tyler Hornbecker, Dana Healy, Marie Oyster, Tiffany Ahalt, Ray Hanson, Mayor Howard Long. Others – Drew Bowen, Nate Kraft.

Secretary's Report – Approval of Minutes from meeting October 25th, 2023 – Motion by Ron Humbel to approve, second by Tiffany Ahalt, motion carried.

Treasurer's Report: Terri Packard presented and reviewed the Treasurer's Report. Motion from Ron Humbel to approve the treasurer's report, second by Natoma Vargason; motion carried. There was discussion around the need to elect a new Treasurer. It was suggested that Tyler Hornbecker consider this role. He needed to check with the guidelines from his employer.

Council Liaison Report: Ray Hanson reported that Drew Bowen, Town Planner, is working on the Comprehensive Plan. We need to think about what we want the town to look like, and what future Commercial Business do we foresee being beneficial? Planning Commission does want to meet with the EDC to discuss further. There will be a Brainstorming Session to discuss; this needs to be open to public. The town can control development, and we want to keep quaintness of our town. Dates of this meeting could be January 10th, 24th, 31st or February 21st at 7 pm. Tiffany suggested we send out a survey with 2 and 3 questions to residents. This can be sent by email or social media. Terri Packard will reach out to Drew Bowen with these date options.

Commission Vacancy: Glorianne Manley's term is up and she will not be renewing her term; therefore, this creates an opening. We need to nominate a replacement and get approved by the town. We have two potential candidates, Nathan Kraft, Business Owner in Boonsboro and Ken Ebmeier, Resident of Boonsboro. Natoma Vargason made a motion to nominate Nate Kraft for our open board position, Dana Healy seconded the motion; motion carried. Ray Hanson will present to Town Council.

Old Business:

- a. **Grant Opportunities: Natoma Vargason discussed the Cultural Trail Feasibility Study RFP. There were three bids for this project, and the committee had copies of these to review. They will plan a Ribbon Cutting for July 2027 for the Cultural Trail (200th Anniversary of Washington Monument). Tyler Hornbecker made a motion for Mead & Hunt to be chosen for the Feasibility Study for Cultural Trail, this was seconded by Dana Healy; motion carried. Natoma Vargason will present to Town Council.**

National Road Museum (NRM) – Tiffany stated that there are no real updates on bathrooms. We did get a Mini-Grant for NRM.

Website – update from Terri Packard – gathering photos and content, we need a map as to what to gather, and we should have a meeting to get this moving forward. Tiffany agreed to help with this.

Façade Grant – funds from initial grant have been approved and distributed. The second round is \$50K, approved for this year, and Jared Schumacher is handling.

- b. Downtown Beautification Project: No updates
- c. Networking Event Series: The next event will be held on January 18th at 8 am at Fahrney Keedy, and FK will also provide the food. RSVP due 1 week ahead and no cost. March 21st Networking Event – Tiffany suggested the Main Street Managers hold meeting with a Virtual Option, ie: Zoom for others to sign in from home or office. May's Event – suggested that it be a Member Spot for an Outdoor Event. We need to plan field trips to other Main Streets. There was some discussion around Meal Sponsorships for the networking events. What will be the average cost be? What incentives would the sponsor receive? Ideas were social media mentions, 2 email blasts, setup promotional items, time to speak to the group, logos on printed materials. There are typically 40 in attendance. Sponsorship could be \$500 max. Tyler Hornbecker will sponsor the May Event.
- d. Business Ribbon Cuttings & Recognition: Nate Kraft's Pathfinder Distillery possibly February. Steve Kemmett, Owner of Admiral Restaurant, TBD. Terri has been to Admiral's a few times to eat and says it delicious. Inn Boonsboro is celebrating 15 years in February, nothing planned at this time.
- e. Quarterly Rack Cards – Terri suggested an Annual Card 4" x 9" to share Town Events. 2nd Quarter of 2024 we will do our regular list of business & community events. Tiffany Ahalt suggested a business size card with a QR Code that links to website for events. It might take until next year to get the Website ready.
- f. Main Street Maryland Application - Terri is working with Jared on this and is very optimistic.
- g. Verstandig Media – follow-up from Natoma – looking to do 60 second radio ads (tabling this idea right now). In the meantime, we will get pricing from Manning Media to compare. Print ad discussion - South Mountain Recreation Area Magazine – ½ page ad for \$850. Day Tripper goes to 80,000, ½ page ad is \$700, can advertise for Spring/Fall, 10% discount for two. In the fall, we could change ad to holiday. Brunswick Business Directory, ½ page ad is \$480. Tiffany suggests that we stop the Brunswick Business Directory. We are already committed to the CVB Visitor Guide. Natoma wants to move forward with ads in South Mountain Recreation Area Magazine and Spring Day Tripper. Natoma motioned to spend \$1550 for 2 ea. ½ page ads, second by Dana Healy; motion carried.

Committee Reports:

- a. Food Truck Festival: September 1st, 2024 – sending a letter to invite most of the 2023 vendors back. A few will not be invited back. Money due now and licenses will be due

by a later day. Natoma, Terri, Ron and Bryan will meet. 25 Food Trucks is the maximum.

- b. Boonsboro Town Alliance: Ron Humbel has an 11am phone call today with Legal Zoom's Customer Service to get an update. The BTA was disapproved by the State because they say it already exists. It is now in Legal Zoom's lap; this has not been a good experience and no refund after 30 days.
- c. Commission Mixer 2023: This event was held at the American Legion in Boonsboro and was well attended.
- d. Spring Jubilee: April 27th from 10am to 5pm – we plan to request the closing of the street from Shafer Park Dr. to the square – there will be Beer Garden, Food Trucks, 5K at 8 am, Bug Man, Reptile, Reading, etc. There will be an email to BTA Members to see how they can get involved. Ron Humbel will reach out to State Roads for road closure decision – we will need early to advertise our event. Does Town have messaging board to advertise Road Closure?
- e. Marketing: "Love Your Local Banners" – offer new orders for these at \$175 ea. and hang up Mid-January and Mid-May. We should hang prior to Valentine's Day (Shop Local, Spread the Love). Disc Golf Course – coming this year – working on sponsors for each hole. Natoma Vargason motioned for EDC to sponsor a hole for \$500, second by Ron Humbel; motion carried.

New Business:

Appalachian Trail Committee: 2023 attendance low for last year. National Trail Day for 2024 – hold in a smaller fashion. June 15th or 27th let's have a Community Camp Out – focus would be on conservation and outdoor nature. Community Camp Out, Community Dinner, permission to camp out, community bonfire, sing along, Music, Beer, Rock Wall. Let's partner with Boonsboro Environmental Commission and get the Boy Scouts involved. There will be no fee for this event. Natoma will talk to the Park Board on the 1st.

New business update: Vanish Brewery – needs sewer service from Town of Boonsboro

Tyler Hornbecker needs list of breakfast attendees to work on potential sponsors.

Adjournment: Motion by Ron Humbel to adjourn, second by Marie Oyster; motion carried.
Meeting adjourned at 10:32 am

Respectfully submitted,

Marie Oyster, Secretary