

Economic Development Commission
June 26, 2024 Minutes
Boonsboro Town Hall Annex

Roll Call

Members in attendances: Terri Packard, Dana Healy, Ron Humbel, Nate Kraft, Tyler Hornbecker, Natoma Vargason, Dianna Crisci Palmer and Town Council Liaison Ray Hanson. Others in attendance: Mayor Howard Long & Town Clerk Bryan Wachtel.

Term Renewal

Meeting was called to order by Chairperson Terri Packard at 8 AM.

A motion was made by Natoma Vargason to extend the terms of Council members Tyler Hornbecker and Dianna Crisci Palmer. The motion was seconded by Dana Healy. The motioned carried and their terms were renewed for the EDC Commission.

One vacancy remains open. It was suggested that we revisit an application on file. It was also suggested that we reach out to Jackie Piro to see if she has any interest.

Secretary Report was submitted for approval. A motion was made by Nate Kraft and seconded by Natoma Vargason. Motioned carried.

Treasurer's Report

FY2024 spending and income were reviewed. Ron moved to approve the report and Dianna seconded. Motion carried.

Council Liaison Report

- Repairs to the Town Reservoir are still on track.
- David Riser has been hired by the town as the new Chief of Police.

Short Term Goals

Chief Riser will assist restructuring the department, hiring additional officers, with the hope of increasing the staff to 4 Officers, 1 Chief of Police.

Long Term Goals

24/7 Parole and add 2 additional officers to the staff.

- A new Town Manager has been hired. Her name is Rachel Souders. She was previously employed by Washington County as Director of Grant Management. Rachel is a Washington County native and lives outside of Boonsboro with husband and three children. She will begin her new position on July 17th. We look forward to working with her in the future.

Old Business

Update on Grants

NRM Bathrooms

NRM is waiting for additional drawings/permits necessary to proceed with the constructions of the bathrooms. Opening date is scheduled for the fall.

EDC Website

The website is under construction. It is our desire to have everything ready to roll for September debut.

Cultural Trail Grant

The Appalachian Advisory Committee has been working with Mead & Hunt. A potential trail location has been determined. At this time we are in the process of engaging the land owners in a conversation to

determine their level of support. The work continues as we work to create a formal proposal for the trail.

Facade Grant

The Façade grant is open for submissions. Currently two grants have been approved. There is approximately \$30,000 still available.

Downtown Beautification Program

A discussion took place in regards to signage at the traffic circle. Final plans will need to be submitted to the SHA for review. The committee reviewed the budget. In an effort to show some movement with this initiative a motion was made by Natoma Vargason to purchase 6 - 4ft benches to be placed along Main Street. Dana Healy seconded the motion. The motion was approved. The totally cost of the benches was \$2333, plus \$250 shipping.

Networking Event Series

The next EDC meeting will be held on July 18th at Vanish Hall, 7704 Old National Pike from 6 – 8PM. The cost is \$10 for the event. Our guest speaker is Angela C. Kinart, MBA, PMP. Kinart is a professional project manager within the Defense Health Agency. She will be discussing strategy, planning and execution of projects.

Other suggestions for events included Mapleville Manor, NRM and Vanish Hall for the Holiday Meeting with Mayor, Council and Commission members for, EDC, Parks, Environmental, Planning, Safety, Utilities, Zoning and the Water Board. Suggestions are welcome.

Business Ribbon Cuttings

The NRM Grand Opening – TBS October

Other businesses identified include: 146 Provisions, 146 Engraved, The Vineyards at MapleView Manor and Vanish. If you know of any business that is celebrating an anniversary or grand opening, please have them reach out to the EDC at edc@townofboonsboro.com

Quarterly Rack Cards

The racks are ready for distribution. Quarterly the rack card is included with the town's water bill. Residents who live in rental units within the town limits often do not receive the rack card. A discussion took place about the possibility of sending out a direct mail to 21713 zip code to expand our reach and cover those not receiving the town's billing.

Main Street Maryland

The Mayor and Town Council submitted a letter of support for our application to the Main Street Program. The application is ready to submit.

Comprehensive Plan

A separate meeting will be held to address the specific part of the plan addressing the economy, the downtown business district, tourism, problems in the downtown area and the positive features of the downtown business district. Refer to email sent on 1/24/2024 from Terri Packard. There you will find the comprehensive plan. Please take time to review all elements of the plan with a strong focus on pages 59 – 75. Notification will be sent to all members when a meeting has been determined.

Committee Reports

Food Truck Festival – September 1st Noon – 6PM, Shafer Park

- Planning for the event is wrapping up. We currently have 19 Food Trucks, Live Music will feature Staff Infection, Elijah Myers and Mack Berry. During the day family fun activities will include face painting, music workshop with Tony M. Hula Hoop fun, Wolfe Exotic Encounters, Bug Wheel Obstacle Course, National Garden Tractor Pull, Corn Hole Tournaments sponsored by BABA and Sons of the American Legion.
- Parking
Scout Troop 2119 has agreed to assist us with parking. They will be using the funds toward their next trip. It was recommended that we ask for a suggested donation of \$5.
- Volunteers are needed. Here is a link to the sign-up sheet.
<https://www.signupgenius.com/go/4090F4DAAAE2FA5FA7-2024>
- Sponsors are needed for the event. A request for funds has been submitted to the WCCVB
- Boonsboro Town Alliance will be a sponsor for this year's event and will be selling beer at the festival.
- Craft Beverage will be moved to Pavilion 2. Not sure what will happen with Pavilion 1.

Boonsboro Town Alliance

Congratulations to Ron and Marie for getting the job done! The BTA is officially a non-profit organization. This group is excited to get started. They are meeting at Pathfinder Farms Distillery Tasting Room on Tuesday, July 2nd to discuss their role with the EDC and the Food Truck Festival.

Spring Jubilee

This year's event was held along Main Street and Lakin. It rained and rained some more. As a result the event was lightly attended. This event will be turned over to the BTA.

BooneFest

There was discussion about whether this event will continue. Some new ideas are: fireman competition, chili cookoff at fire department, redneck review. Potential dates are October 19 and 26. The BTA will discuss whether they want to continue this fall event.

Appalachian Trails Community Advisory Board

See comments about feasibility study.

Welcome Center at the National Roads Museum

The EDC and the NRM will be opening a Visitors Center at the museum when it opens to the public in October. Hours will be Saturdays 10 – 6, Sundays 11 – 4, and Special Events. Volunteers will be needed to work. A motion was made by Dianna to release \$2000 in funds to assist the museum with expenses and supplies as they relate to the Visitors Center. The motion was seconded by Tyler Hornbecker.

Marketing

There is money remaining in FY2024 budget for branding. Commission reviewed a proposal from Manning Media to run a Better in the Boro campaign from July through December. This would include radio ads and digital advertising. The cost is \$4800 for 6 months. Dianna moved to accept this proposal and start a campaign promoting all the things that are 'Better in the Boro'. Dana seconded and the motion passed unanimously.

New business

Other potential events – Christmas Church Tour, National Night Out. Would BTA be responsible for these? The EDC and the BTA should consider participating in National Night Out on August 6th 5PM in Shafer Park. This would be a good opportunity to meet and greet members of our community to get the word out about opportunities in our community. Volunteers are needed.

Motorcoach Convention in Hagerstown September 24th – there is a trade show for promoting to group leaders and there will be familiarization tours. There are potentially 2 bus tours to Boonsboro. The EDC/BTA will have a table at the trade show. Natoma, Terri, Dana and Nate are interested in working this event.

New business activity – Mayor Long reported that the waster water project is beginning at Auction Square. High's and Dunkin Donuts are moving forward (waiting on county permit approval). The post office....still no moving date. Chase Six connector is being held up by State Highway because the development sold.

Ron moved to adjourn at 10:49 and Dianna seconded. Motion carried.

Respectfully submitted,
Natoma Vargason
Vice Chair