

**BOONSBORO ECONOMIC DEVELOPMENT COMMISSION
MEETING MINUTES
APRIL 27, 2016**

The Boonsboro Economic Development Commission met on April 27, 2016 at the Town Hall Annex.

In attendance: Chairman Dick Keesecker, Vice-chairman George Messner, Secretary Vickie Messner, Council liaison Janeen Solberg, Carol Blessing, Jennifer Guenther, Terri Packard, and Bruce Wilder.

The meeting was called to order at 9:00 AM.

The Minutes from the February 24, 2016 meeting were approved as written.

Motion to accept: T. Packard, Second: C. Blessing. Motion carried.

The next **Networking Breakfast** is scheduled for Friday May 20, 2016 @7:30 AM at Vesta. Notification of the event will be sent by May 10, RSVP requested by May 17. Boonsboro Town Manager Megan Clark is slated to be the guest speaker.

Old Business

Shop Local Campaign

- Stroller Walks
- Shop local/Discount local- On the first Saturday of each month, participating businesses would offer specials or discounts. J. Guenther will draft a letter informing businesses about this program. Announcement of this program for shoppers will be placed in the quarterly water bill and on the town website.
- Magazine/Newspaper advertising- The EDC will place a half page ad featuring Boonsboro events in the Contemporary American Theater Festival program held during the month of July in Shepherdstown.
- Pop-Up Shops- The Town Annex will no longer be able to accommodate these shops because of renovation plans. A suggestion was made to approach Hospice about using its conference space. Vendor fees would be donated to Hospice.
- Set up two URLs (web addresses)- A motion was made by C. Blessing, seconded by J. Guenther to purchase **shopboonsboro.org**, which can be used for advertising outside of the local area, at a special first year cost of \$7.99. (This would become an annual expense of \$17.99 as part of the EDC advertising budget). Motion carried. A motion was made by J. Guenther, seconded by C. Blessing to also purchase **loveyourlocal.net**, which can be used for advertising to encourage residents to shop local, at a first year trial rate of \$11.99. Motion carried. Both URLs can track hits to the websites and can be used interchangeably to take advantage of the best use for tourism in Boonsboro. QR codes can be made from the URL for easier access to the website. Both purchases will be deducted from EDC advertising budget.
- Farmers Market/Business partnership- The Farmers Market is scheduled to open Tuesday, May 3. Turn the Page and Gifts Inn Boonsboro are extending their hours to coincide with market hours. It would be an asset to local shopping if other businesses would participate.

The first draft of the revised town advertising brochure is expected to be completed by May 11.

The 2017 EDC budget has been presented to the Council. J. Solberg reported no objections. 80th Washington Monument/225th Town of Boonsboro Anniversaries combined celebrations- This event will be held around July 4, 2017. Two of the major activities will be the fireworks display and the rededication of the monument. A collaborative involvement will be needed by our Park Board, Washington Monument State Park, and the Town of Boonsboro. Through an email Megan Clark advised the maintenance issues presented at the February meeting have been completed or are being addressed.

New Business

MML- Dan Murphy will be approached again to make a poster depicting the Welcome sign. All promotional items have been received. Several businesses have indicated they will discount items for door prizes.

The Washington County Department of Business Development and the Washington County EDC have requested a nomination of a local business to be recognized for *National Small Business Week* (May 1-7). A motion was made by B. Wilder, seconded by G. Messner to nominate *Josie's on Main* as the town of Boonsboro's recipient. Motion carried. A reception is scheduled by the County Commissioners on May 3.

CVB Events: May 3rd - 9AM-Noon- Social Media seminar @Courtyard by Marriott (Valley Mall Road) and May 4th - 4-6PM- Open House at Hagerstown CVB Offices on Public Square.

J. Guenther made a request to the EDC to assist with the cost of the shuttle bus on Girls Night Out. The cost has increased to \$300 for 3 hours of service. Outlying businesses contribute \$50 each, \$150 is needed to cover remaining cost. A motion was made by D. Keesecker, seconded by J. Guenther to make a one-time \$150 contribution for the May event. Motion carried. (Payment subtracted from Buy Local campaign in EDC budget). It was recommended to locate a new shuttle vendor for the fall event.

New Businesses:

GBoone/OTB open

A tanning salon has obtained a zoning permit to locate at Auction Square complex

Work is nearly completed on Antietam Ridge- 1300 sq. ft. available to lease

Dollar General scheduled to break ground early May

AC&T scheduled to break ground May/early June

Easterday property- grading and installing utilities

Battlefield Estates- 48 single story age restricted units on London Fog site can break ground at any time

Motion to adjourn: G. Messner, Second: J. Guenther. Motion carried.

Adjournment: 10:40 AM.

Next meeting: June 22, 2016

Submitted:

Vickie Messner,

Secretary