

Economic Development Commission
Meeting Minutes
February 22, 2023

Meeting was called to order at 8:09 am

Present: Chairwoman Terri Packard, Marie Oyster, Natoma Vargason, Ron Humbel, Dianna Crisci-Palmer, Tyler Hornbecker, Glorianne Manley, Ray Hanson, Bryan Wachtel and Paul Mantello

Guests in attendance: Kathryn Gratton

Secretary's Report: Minutes from the January 4th, 2023 meeting were reviewed. Motion to accept as written by Natoma Vargason, second by Dana Healy; motion carried.

Treasurer's Report: Ron Humbel presented the Treasurer's Report. Motion to approve by Natoma and a second by Dana Healy; motion carried.

Terri lead a discussion on the budget for FY2024 – she was discussing a Discover Boonsboro Logo Idea with a complete branding package, cost is \$40-\$50K (we would want to keep under \$20K). It was suggested that we do Digital Marketing for Spring Jubilee and National Trail Day. Frederick News Post putting a package together for EDC. Natoma Vargason moved to spend \$3000 for a Digital Marketing Package, \$1500 for Spring Jubilee and \$1500 for National Trail Days. Marie Oyster seconded the motion; motion carried.

Paul Mantello suggested we hire a Marketing Firm with indefinite demand/indefinite contract for a pay as you go process, work as tasked. Bryan Wachtel will draft a document to add us to Town's legal plan. Terri also discussed adding a Training & Travel expense line to our budget for meeting expenses, \$1500-\$2000.

Natoma Vargason discussed a variety of Promotional Items for the EDC to have available for different events. The following items were reviewed with the committee:

1000 pens - \$290

1000 - 3x3 "Love your Local" sticker - \$350

200 Koozie - \$333

250 Bags - \$400

288 Shot Glasses - \$405

250 Travel Mug - \$680

After much discussion and sharing pictures and prices of items. Ron Humbel shared a motion to spend \$2000 on a variety of promotional items, second by Dianna Crisci-Palmer; motion carried.

Old Business:

- a. **Grant Opportunities:** Kathryn Gratton gave the following updates on grants:
MAIN STREET MARYLAND – no updates available yet from the state office. There is a lot of application paperwork. We need a Site Visit and a community feedback meeting.
RURAL MD ECON DEV GRANT – Grant documents are with Paul and need to be reviewed and signed. We will receive \$206,000 for Cultural Trail feasibility study, new commercial bathrooms at the National Road Museum, wayfaring signage and Discover Boonsboro website and mobile

app design. Bryan is working on RFPs. If we have suggestions for businesses that should receive these, we should let him know. Bryan will also work on a press release announcing grant award. FAÇADE GRANT – The town was awarded \$30,000 for this grant; funds available in July, we can reapply each year, grant lives for 2 years; if you don't spend it, the state thinks you don't need it. Kathryn suggests 10 projects for \$3000 each vs. 6 projects for \$5000 ea. The applications should tell what the applicant wants to do. Must be a street facing project. Kathryn will make a fillable PDF for the applicants. The application is sent to the town (Mayor and Council), then onto the state for approval. The state may not approve everything and does not negotiate their decisions. The grant is electronic submission only and is a reimbursement agreement. There is a 45-day turnaround time to get reimbursed, funds come to the town, and the town will reimburse the property owner.

- b. **Downtown Beautification Project:** we have asked for more items to be added to the first draft. Once updated, the commission needs to review.
- c. **Networking Breakfast Series:** March 16th is the next breakfast, and we hope our speaker will be the Main Street Manager from New Market, MD. We have a new date of May 9th from 6 pm to 8 pm at the Boonsborough Museum of History for our evening networking event. They will host us with a grazing table of meat and cheese. July's networking event is to be determined.
- d. **Business Ribbon Cuttings & Recognition:** Talon Studio's Ribbon Cutting for new location is to be determined. Josie's will do something each day of the week for her 10th Anniversary beginning Monday, April 10th. Dana will have a Ribbon Cutting on 04/13/2023 @ 10 am. We should notify the Business Development and County Commissioners for Washington County.
- e. **Food Truck Festival:** Natoma Vargason gave the following updates: All vendors from last year were invited back and all have committed except Bella Bites. We have 18 confirmed Food Trucks, and there are 5 applications submitted for new vendors. There is a question about how to deal with Pennsylvania Food Trucks – they are not required to have the Fire Marshall inspection like MD trucks. The time of the event will be 12 pm to 6 pm, and the Food Trucks must stay until 6 pm. We have most of the music lined up, Elijah Myers and Prophets of the Abstract. We do need one more band and would like to have a bigger name if its within our budget. A couple suggestions were, Plate Scrapers, Staff Infection or Bobby D Truck Stop Burritos. Next Day Gutters is our music sponsor for \$2500. The sound man is committed. Terri will send a letter to CVB asking them to be a major sponsor again in 2023. Tyler Hornbecker will be in charge of parking and is looking for a group to take it on. They could collect donations for their organization. Ideas are PTA, Fire Dept, Ambulance Company, and whomever does parking at Ag Expo. We will look for volunteers from High School students, Boonsboro Lions Club, etc. Dana suggested that we have a water tent – someone could sponsor that or an organization could sell the water.
- f. **Boonsboro Town Alliance:** no updates as we are still waiting to hear from the State of Maryland. The application was mailed, and estimated turnaround time is 4-6 weeks. We are past that timeframe. Bryan will find out if they have cashed the check. The non-profit status is needed so that BTA can be the beer vendor at Food Truck Festival.
- g. **Appalachian Trail Community Task Force:** Natoma reported that the National Trail Days event will be held June 3rd. The day starts with Potomac Appalachian Trail Club doing trail cleanup

from 8am-1pm. Theme for the day is 'Trails for All'. There will be programs – Hiking to Heal, Women Hiking, Green Tunnel podcast, Leave No Trace (Environmental Commission program), Footcare for Hikers (Podiatry Associates), Yoga by Fit In Boonsboro. Event committee will organize shuttles from the Park & Ride and South Mountain Inn parking lot.

The plan is to hold the **Designation Ceremony** for Boonsboro becoming an **Appalachian Trail Community** on the same day at 1pm. This is pending final approval of our application by the committee at their March meeting. There will be an extensive invitation list. Those will be sent as soon as application is officially approved.

- h. **Quarterly Rack Cards:** Marie will be sending the email request for 2nd Quarter 2023 in the next week, and we will only print the smaller 4 x 6 cards.
- i. **60th Anniversary JFK 50 Ultramarathon:** March 30th at 12 pm the new starting line plaques will be unveiled at a ceremony. The temporary sign will come down and the new bronze plaques will be installed prior to March 30th. We will invite media, Andy Mason from Herald Mail. Mayor Howard Long will make a proclamation. The 1st race was held on March 30th 61 years ago. Motion by Natoma Vargason for \$100 to host a reception after the ceremony at the Town Annex. We will serve pizza from Jeovanni's. The motion was seconded by Ron Humbel; motion carried.
- j. **EDC Marketing Committee:** see above notes under Treasurer's Report and Budget Discussion for promotional item discussion and digital marketing

New Business:

- a. **New Business activity/updates:** discussion about Fox Gap – the developer had a Public Works Agreement with the town for one year. Has now been 2 years so they are in default of the agreement. Town can pull their bond and become project manager. But taking on another huge project at this time is difficult. There are a lot of rumors regarding what is coming or not coming to this property. The post office has not backed out at this point. Dunkin Donuts will not sign a purchase agreement until infrastructure is in place so that customers could reach the property.
- b. **Spring Jubilee:** new activities are coming this year. Mr. Christmas Community Outreach will host a 5k beginning at 8:30am. Boonsborough Museum of History will have a beer garden 9am-5pm in their parking lot. Would like to close part of Main Street for this event. What is involved and how long to get a response? Ron will call Linda Poffenberger at State Highway (Lavale, MD). We need to designate alternative routes – use the same as we use for parades. Need to notify residents and put up No Parking signs. Would like 2 music stages, bands all day, 12 food trucks, beer, museums open, window painting. What route would the wagon rides take? What if we can't get it organized in time for this year? Plan B = leave Main Street open, park 6-8 food trucks along the street, have a beer garden adjacent to Main Street (ask Museum of History). Group decided that Plan B was most realistic in 2023 because of the tight timeline. We will need to put up No Parking notice signs in the spaces where we plan to park food trucks at least 24 hours in advance. Details should be in the next town newsletter.

Ron moved to adjourn, and Dianna seconded. Motion carried. Meeting adjourned at 10:50am.