

Economic Development Commission (EDC)
Meeting Minutes
Wednesday, April 28th, 2021 @ 9:00 am

Present: Mayor Howard Long, Terri Packard, Ron Humbel, Marie Oyster, Natoma Vargason, Tiffany Ahalt, and Town Manager Paul Mantello.

Guests: None present.

The meeting was called to order at 9AM, by Chairwoman Terri Packard.

Roll Call and Introductions took place.

Minutes of the March 24th meeting were reviewed. Motion by Vargason to approve the minutes; second by Humbel; minutes approved.

Treasurer's Report: Secretary Humbel presented the Treasurer's Report and informed he'd accepting/reviewing/presenting the Treasurer's Report, from now on. Vargas motions to approve minutes; second by Oyster; motion approved.

Member Update: Chairperson Packard introduces new member, Tiffany Ahalt.

OLD BUSINESS

- **Town Planters:** Chairwoman Terri Packard reported that the Boonsboro FFA Chapter planted pansies in the six planters, in the town business district. The two large planters in front of town hall were painted and cleaned up, by Town Public Works.

- **Downtown Beautification Project:** Town Manager Mantello informs DTB design plans, maintenance schedule, and cost estimate will be presented, today @ 1PM, by Mike Van Fleet @ Custom Landscaping. Vargason expresses concern about maintenance, after buildout. Mantello states that concept and design are the first steps in the project. Having design/maintenance/costing allows for further planning and grant writing.

- **Spring Jubilee – April 17 – May 2, 2021:** Vargason informs the event was a success. Two bands played music and significant crowds brought economic activity to the downtown area. 25 of 100 people participated using the SJ Application, by Eventzee. Commission members discussed the inclusion of food trucks, at a future event. TM Mantello to inquire with BPD, SHA, and Town Planner regarding the same. Vargas informs Spring Jubilee will start on 4/23, in 2022.

- **Networking Breakfasts:** Mayor Long informs Network Breakfast will begin again, this July, at the American Legion, at 730AM. First guest speaker will be Heidi Bodenheim @ Health Coaching. Ahalt informs she will create a process to locate speakers.

- **Upcoming Events:**

- 1) Mayor Loing informs the Fishing Derby will take place, May 1st @ 1030AM.

- 2) Mayor Long informs 2021 National Pike Wagon Train, Independence Day, and First Concert are all still scheduled.

- **Budget:** TM Mantello informs the EDC total budget for FY22 is approximately \$15,000.

NEW BUSINESS

EDC Goals & Objectives: Mission Statement was adopted by EDC, in June 2020. TM Mantello informs the purpose of creating an EDC Strategic Plan is to give the commission direction and focus, and begin planning beyond the fiscal year. Ahalt informs she has experience with developing strategic plans and offers to oversee this project. Ahalt tentatively plans to begin Strategic Plan Workshops, beginning in September, and develop a Draft Strategic Plan Action Plan, for the EDC's May Meeting.

Business Directory: Ahalt informs there's little need to print directories. Interested residents and patrons can simply download the directories to their phones or print them out. Vargason states the directories are currently available on the Town's Website, but it's difficult to locate. TM Mantello informs he'll work with Admin Staff to make the directory easier to access and add a Facebook Link. Vargason informs she'll outreach to local businesses and work with them to create "business bios" for each.

Future Events:

- 1) Boonefest is scheduled for October 16th.
- 2) Vargason presents the South Mountain Jam (Sept. 5, 5PM – 7PM) as an event that could be expanded to include a longer duration, food trucks, and a beer garden. Sandra Shifler works with Jeff Taulton to schedule musical acts. Mayor Long informs a beer garden would require authorization from the WC Liquor Board. TM Mantello states these events should be enterprise activities and create at least the revenue required to fund the event (police, cleanup, etc.). Humbel informs EDC can add a margin to the cost of beer. TM Mantello informs the Town would need to develop a vendor permit process and fee. Mantello to work with Town Planner on a draft. Vargason to meet with local merchants and develop a budget. Vargason motions for the creation of a Food Fest Subcommittee; Humbel seconds: motion approved.

Appalachian Trail Community Designation: Chairperson Packard to schedule ATC presentation, at the next meeting.

New Events/Activities:

- 1) Vargason informs EDC they can pay a fee to receive an editorial spread in a Local Magazine. Chairperson Packard informs Boonsboro was recently featured in Trips to Discover Magazine, as one of the "12 Best Places to Visit in Maryland." TM Mantello states Admin Staff will add the article to the Town's website and Facebook.

Next EDC meeting will be Wednesday, May 26th, 2021 at 9:00 am at Town Hall Annex.

Motion to adjourn by Vargason, second by Humbel, motion passed unanimously.

Meeting adjourned at 10AM.

Respectfully Submitted,

Paul Mantello, Town Manager