

Economic Development Commission (EDC)

Meeting Minutes

Wednesday, May 26th, 2021 @ 9:00 am

Present: Mayor Howard Long, Chairwoman Terri Packard, Ron Humbel, Natoma Vargason, Tiffany Ahalt, Paul Healy, Dana Healy, Councilman Ray Hanson, and Town Manager Paul Mantello.

Guests: Diana Palmer & Marilee Kerns.

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

Roll Call and Introductions took place.

Minutes of the April 28th meeting were reviewed. Motion by Ahalt to approve the minutes; second by Humbel; minutes approved.

Treasurer's Report: Secretary Humbel presented the Treasurer's Report. Vargas motions to approve minutes; second by Oyster; motion passes.

Election of Secretary: Packard introduces the topic of electing a secretary. Healy motions to elect Oyster and Humbel seconds. Motion passes. Oyster is elected as secretary.

OLD BUSINESS

- **Town Planters:** Packard discusses next steps for planters. Vargason motions to allocate \$100 for the next planting. Healy seconds. Motion passes.
- **Downtown Beautification Project:** Mantello informs Mike Van Fleet @ Custom Landscaping is busy mulching the Town's debris site and an update should be available at the next meeting. The plan is still to transfer Custom Landscaping's hand drawn designs to a formal plan set.
- **Spring Jubilee – Final Thoughts:** Vargason provides a final update and discusses improvements for next year.
- **Networking Breakfasts:** Heidi Bodenheimer is confirmed for July and guests presenting holiday marketing will be scheduled for November. Long and Ahalt discuss having Kelly Schulz as a guest speaker for September. Packard and Long discuss logistics and AV equipment. Packard requests the creation of an EDC Town email address and will work with Office Manager, Kim Miller, to create.
- **FY22 EDC Budget:** Long informs no changes to budget. Guest/Treasurer Kerns advises ARP funds will be lower than expected and might affect the EDC budget.
- **Strategic Plan:** Ahalt discusses Strategic Plan and 2018 survey provided by Packard. Ahalt discusses expanding scope and reach of survey to include residents, businesses, and visitors. Ahalt advises creating a more robust survey that produces more useable/actionable data.
- **Business Directory:** Guest Palmer and Vargason discuss the marketing of "Girls Night Out" and the importance of leveraging social media platforms. Vargason discusses the location of the business directory on the Town's website and advises it should be added to both the resident and visitor dropdowns. Vargason discusses next steps for Business Directory and business bios, which includes picture and contact info. EDC will solicit info via a letter, with responses directed to the EDC email address.
- **South Mountain Jam:** Humbel discusses location of beer garden and reserving Wantz beer truck. All kegs must be paid, up front, but whatever is not tapped is reimbursed. The cost/beer is nominal, and a profit margin will be added easily. Humbel advises there should be a cornhole tournament, in the beer garden, before the music starts, to encourage early arrival of event goers. Liquor license must be signed by EDC Members and M&C Member. P. Healy, Humbel, and Ahalt hold alcohol certifications, which allows those members to distribute alcohol and monitor over-consumption. Ahalt informs that local breweries will advertise your event if you serve their beer. Kurt Conway will sponsor the cornhole tournament. Humbel recommends we also leverage non-profits for activities and advertising. Packard will communicate event to Park Board and M&C. Vargason states \$8,000 is a reasonable preliminary budget for the event. Mantello introduces the draft vendor permit zoning

amendment and application. States the vendor permit was reviewed/recommended by the Planning Commission. Guest Kerns expresses concern regarding how the permit will impact existing events. Mantello explains that logistical and administrative concerns will be addressed on a staff-level. Packard and Ahalt advise there should be a transition period, to allow local agencies/groups to adapt, before implementation. Mantello informs he will contact BFM, BHS, and the Ambulance Company for thoughts/input, for discussion at the next EDC Meeting.

- **Boonsboro Editorial Spread:** Vargason and EDC discuss \$2,000 advertising opportunity for Boonsboro, in Hagerstown Magazine. Magazine provides 1-page of text and 1-page of ads, and provides the content. D. Healy advises we also advertise in Frederick Magazine. Members decide to maybe pursue this opportunity in the future.
- **Boonsboro Promotional Items:** Vargason to inquire with Office Manager, Kim Miller, regarding available Town promotional materials.

NEW BUSINESS

BooneFest (10/16): Vargason discusses Fall BooneFest Event. Lists items that should be addressed at subsequent EDC meetings.

No New Business Activity.

Future Events:

May 30th – Memorial Day Parade 2pm

June 12th – Concert in the Park – Moose Jaw Bluegrass 7pm

June 12th – Outdoor Movie Night (behind library) 8:30pm

June 26th – Concert in the Park – Rock Creek Revival 7pm

June 27th – Concert in the Park – Hub City Horns 7pm

July 2nd – Independence Day Celebration – 9pm

Next EDC meeting will be Wednesday, June 23rd, 2021 at 9:00 am at Town Hall Annex.

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

Meeting adjourned at 11AM.

Respectfully Submitted,

Paul Mantello, Town Manager