

## Economic Development Commission (EDC)

### Meeting Minutes

Wednesday, March 24, 2021 @ 9:00 am

**Present:** Mayor Howard Long, Terri Packard, Dana Healy, Ron Humbel, Marie Oyster, Natoma Vargason and Council liaison Marilee Kerns.

**Guests:** None present.

The meeting was called to order at 9:09 am by Chairwoman Terri Packard.

Roll Call and Introductions took place.

**Minutes** of the February 24 meeting were distributed to members via email and print copies.

Motion by Ron Humbel to approve the minutes of the February 24 EDC meeting; second by Natoma Vargason; minutes approved.

**Treasurer's Report** was presented and distributed to members. There haven't been any expenditures by the EDC commission for the 2021 budget year due to Covid and the commission reorganizing. Prior budget year-to-date expenditures were on report for comparison use by the commission. Motion by Natoma Vargason to approve the treasurer's report; second by Dana Healy; report approved.

**Member Update:** There has not been contact or confirmation from Tiffany Ahalt regarding interest in membership as representative from historical society. The commission desires a representative from the historical society on the EDC. An interest form was completed by Diana Crisci, Chairwoman Terri Packard will contact her.

#### Old Business:

- **Main Street Banners:** Natoma Vargason gave an update on the Main Street Cultural Crossroads banners for the town square. She has been working with Paul Healy and Mercersburg Printing for design and pricing. They are staying consistent with the current town images and branding theme. 4 Unique Banners: History, Recreation, Transportation, Community – Each will have a unique picture and feature local attractions. Two quotes were received for the banners: \$115.00 from Mercersburg printing and \$110.00 from Paul Healy. Natoma Vargason is waiting to hear about the artwork fee charge. Natoma Vargason showed a sample banner for the "Love Your Local" campaign for the town businesses. Businesses will be able to purchase their own banners for display. It was noted that Shepherdstown lets organizations display banners throughout town for a specified time period for events, etc. and the town charges a fee to the organization to put the banners up and remove.
- **Town Planters:** Chairwoman Terri Packard reported that the Boonsboro FFA Chapter will be planting pansies in the six planters currently in the town business district. The two large planters in front of town hall are getting cleaned up and public works will fill the planters with dirt in preparation for planting. Planting tentatively scheduled for Thursday, April 1 and Ron Humbel volunteered to meet the FFA students to coordinate.

- **Town Beautification:** Town Manager Paul Mantello, Mayor Long, Public Works Director Greg Hunstberry, Terri Packard, Dana Healy, Natoma Vargason, and Marilee Kerns met with Mike Van Fleet of Custom Landscaping on Wednesday, March 17 for an initial walk through and consultation for ideas and planning and parameters for Downtown Beautification project. The thought is to come up with a plan that may be implemented in stages. Initial scope will focus on Main Street area from Park Drive to Cemetery Lane. The cost of the project will probably require bids to be obtained to comply with the town's purchasing policy.
- **Main Street Banners:** Natoma Vargason received the artwork charge fee information.  
Love Your Local Banners for Businesses – artwork fee will be \$30.00 each  
Cultural Crossroads Banners for Square – artwork fee will be \$20.00 each  
Motion to move forward with purchasing the four banners for the Town Square from low quote Paul Healy was made by Marie Oyster; second by Natoma Vargason; motion passed. (Dana Healy recused herself from the voting) (Price per banner will be \$20.00 artwork + \$110.00 for banner = \$130.00 ea.) This purchase will come out of the commission's revitalization budget.
- **Springtastic Jubilee – April 17 – May 2, 2021:** Natoma Vargason & Dana Healy gave an update on the joyful celebration of community spirit. A letter has gone out to businesses to participate; a hold harmless agreement was included in sign-up packets to businesses and organizations. An Event Ap is being developed with a cost of \$300.00 for up to 100 participants. Participants will have questions to answer for points; tasks to complete for points; points for visiting businesses; leader board will be displayed, etc. There are 9 windows committed, with a possible tenth; 7 organizations have committed to paint "Spring Themed Windows"; \$100 prize awarded to window with most likes. Acoustical guitar music set-up on Town Hall porch; Food truck participation and location is being worked on.
- **Girls Night Out:** Natoma Vargason gave an update – Scheduled for May 13 – 16 and will continue with the four-day event expanding on the theme. The idea of passports that get stamped for points and prizes is being discussed.
- **Networking Breakfasts:** The Boonsboro American Legion will be able to accommodate the EDC Networking Breakfast meetings. They will be held on the third Thursday bi-monthly from 7:30 am – 9:00 am. Mayor Long will obtain pricing for the breakfast. Goal will be to hold on Thursday, July 15, 2021. Chairwoman Terri Packard will contact Heidi Bodenheimer to speak. Possible September speaker Tri-County Council Business Director, Mayor Long will contact. Chairwoman Terri Packard has access to the mail chimp list. Price and details will be discussed at next meeting.
- **Upcoming Events:**
  - Arbor Day/Earth Day** – Sunday, April 25 – 1:00 – 4:00 pm – Shafer Park
  - Fishing Derby** – Saturday, May 1 – 7:30 am – 1:00 pm (*rain date May 8*)
  - Greenfest** – A modified recycling event scheduled for Saturday, May 15
  - National Pike Wagon Train** – Sunday, May 16 - tentative

**Memorial Day Parade** – Sunday, May 31 – waiting on approval from Washington County Health Department

**Boonsboro Rescue Company Carnival** – *tentative* – May 28 – June 5, 2021 -waiting on final decision from Boonsboro Rescue Company

**Chicken BBQ's** – 4<sup>th</sup> Saturday of each month starting in April @ Ambulance Station

**Fireworks** – Friday, July 2, 2021

**Boonesborough Days** – September 11 & 12, 2021

**Fall Boone Fest** - Saturday, October 9 or 16, 2021 - *tentative*

**New Business:**

- **Budget:** The commission reviewed the budget spreadsheet sent to members. There was discussion about a new business brochure needs developed; rack cards; participating in MML Main Street program; Main Street Beautification; Promoting/sponsoring more town events; Buy Local Campaign; CVB membership & State Tourism Coalition membership; Advertising; etc.

**Budget 2022 Line Items:**

Meeting Expenses	- \$ 1,200 (unchanged)
Sponsorships/Business Support	- \$ 9,500 (increase of \$1800)
Revitalization Support	- \$ 10,000 (increase of \$7500)
MML Main Street	- \$ 1,500 (unchanged)
Tourism Development/Promotion/Event Support	- \$ 5,000 (increase of \$5000)
National Road Heritage Museum	- \$ 0 (unchanged)

Total proposed budget request for 2022 budget will be \$27,200; an increase of \$14,300 from the *original* approved 2021 budget and an increase of \$ 22,000 from the adjusted approved 2021 budget. The increases are for Downtown Beautification project; Tourism and Event support (use of American Recovery Act Funds) – increased sponsored events to promote tourism. Motion by Natoma Vargason to request an EDC budget of \$ 27,200 to Mayor & Council; second by Ron Humbel; motion approved.

- Meeting Refreshments – Marilee Kerns volunteered to arrange for the breakfast refreshments for the next meeting.

**Next EDC meeting will be Wednesday, April 28, 2021 at 9:00 am at Town Hall Annex.**

Motion to adjourn by Natoma Vargason, second by Marie Oyster, motion passed unanimously.

Meeting adjourned at 11:02 am.

Respectfully Submitted,

*Marilee Kerns*

Council Liaison