

## Economic Development Commission (EDC)

Wednesday, October 28, 2020 @ 9:00 am

**Present:** Mayor Howard Long, Vice-Chair Terri Packard, Council liaison Marilee Kerns

**Guests:** Paul Healey (Dealership for Life), Ron Humbel (H&H Investments), Natoma Vargason (Gifts Inn Boonsboro)

The meeting was called to order at 9:00 am by Mayor Long.

Introductions - Mayor Howard Long gave a brief statement about the EDC – meets every other month on Fourth Wednesday at 9:00 am at Town meeting chambers, alternating months a networking breakfast with speakers is held (paused since COVID). Stated town is interested in revitalizing the commission and thanked guests for their interest.

An update on the Parking Lot located at the rear of 28 North Main Street, behind the Hospice location, was given by the Mayor – paving and striping complete – signage needed.

Natoma Vargason spoke about some ideas for the commission to consider to help business and tourism:

- Small Town Tourism program
- Shop Small Initiative (look into American Express sponsorship program)
- Small Business Saturday - local businesses do plan to hold on Saturday, November 28
- Girls Night Out – continue event – maybe can be adapted due to COVID restrictions
- Special Events – Fall Festival, Guys Night Out, etc.
- Publish Events Calendar (currently on hold due to COVID)
- Update and Expand Town Business Directory
- Town Banners to encourage Shop Local, etc.
- Special Event Signage and Banners
- Appalachian Trail Community – partnership with trail to promote town (hiker boxes, etc.)
- Revitalization of Boonsboro Facebook Page and start of Instagram page (LoveYourLocal21713)
- Updating the Town website with business information and directory; add links and videos about shops, history, add a tourism page with videos, links, etc.
- Boonsboro Video (drone video) with still business photos, etc. to promote town & tourism

Natoma Vargason gave an update about Customer & Community Appreciation Weekend – November 13, 14 and 15 – several local businesses will be holding. Gifts Inn Boonsboro is working with the American Cancer Society Washington County Chapter on a raffle for free night accommodations at Inn Boonsboro.

Boonsboro Park Board will be finalizing plans for modified Olde Tyme Christmas – Friday, December 4

Status of Pancake Breakfast with Santa hosted by the Fire Company is not known.

Micah's Backpack has started back up – volunteers can help on Thursday, November 5

It was noted that the new location of the Farmer's Market on Potomac Street has promoted greater community involvement.

Suggestion by Councilmember Kerns to have a Proclamation and day to Honor Barber Pete Buchanan – possibly October 13 annually – anniversary of 50<sup>th</sup> year in business – town will consult with family.

Mayor Long stated that the commission will need to elect a commission president/chair, secretary and treasurer (or combined secretary/treasurer) positions. The mayor will recommend the attendees names to the Mayor & Council for appointment to the commission at the November meeting – November 9.

Motion to adjourn by Terri Packard, second by Natoma Vargason, motion passed unanimously. Meeting adjourned at 10:12 am.

Respectfully Submitted,  
Marilee Kerns, Council Liaison