

EDC Workshop Meeting

January 20, 2022

The Boonsboro EDC met on January 20th to discuss current agenda items and focus on making progress. Members in attendance were: T. Packard, N. Vargason, M. Oyster, R. Humber, T. Hornbecker, D. Healey (virtual), T. Ahalt (virtual), Dianna Crisci-Palmer (virtual). Guests: Mayor Long, Eric Kitchen.

American Rescue Funds – The town has \$2 million ARF available for projects. Eric Kitchen presents the requirements and process for applying for recovery funds. Majority of this program is focused on households, health and infrastructure. Areas of EDC concern that might fall into the categories are municipal parking, internet access, broadband, upkeep of buildings on Main Street.

Open position on EDC – Glorianne Manley, Manager of Boonsboro branch of Middletown Valley Bank is interested in joining the EDC. She introduced herself and commission members did the same. We would like to have her fill the opening left by Paul Healey's resignation. Ray will bring this to the next Mayor & Council meeting.

Boonsboro promotion opportunities – Tiffany presented ideas for paid PR – promote events & social media channels at restaurants, print rack cards and post cards listing events, use Facebook and Google ads. Free PR = press releases, calendar listings (in print, digital, EventBrite), create media kit, add image gallery to website, write content to pitch on Maryland Minute. Other ideas = Blogger Day, join Main Street American network. Make use of town newsletter too.

Discussed possibility of hiring digital marketer. Tiffany will get a quote from Digital Diva.

Need someone to write content for us and make sure events are posted on all free calendars. Natoma will ask Melissa Shifler if she is interested. Ron knows others that may be interested. Need a description of tasks. Should have a quarterly press release about what is happening in Boonsboro – can coincide with the quarterly rack card.

Howard mentioned the **Maryland Municipal League** as an opportunity to promote Boonsboro. Takes place June 12-14 in Ocean City. Two-day conference 9am-3pm. Booth space is \$295. Howard & Carol Long will be there. Tiffany is attending. We should print some giveaway items as in past years. Town does not pay for travel or hotel. That would come out of the EDC budget or personal expense. Can decide whether or not to participate at next meeting.

CVB Visitor's Guide ad – the ad was reviewed and the following changes suggested: need social media symbols, include National Historic Road in the text, use a picture of Main Street with 'Shopping & Dining'. Combine Community Events and Annual Festivals into one photo.

South Mountain Jam/Food Truck Festival – Natoma has been gathering information about other festivals and feedback from potential vendors. They are not willing to pay \$200 up front. We will go back to the \$25 vendor fee. Must see their menu first before approval. They will receive an application if chosen. Sponsorship discussion – sponsor beer garden for \$1000 and get 20-seat VIP section, 40 beer tickets, t-shirts. Sponsor Stage – needs to include cost of stage manager. What are the perks? There can be sponsors for individual activities. We would like to block off Park Drive after the entrance to the handicapped parking. Need fire police (they just ask for a donation).

Boonsboro Town Alliance – Dana outlined the mission. First meeting will be January 26th at 9am.

Appalachian Trail Community Task Force – Natoma has contacted Charissa Beiler. She is interested and has suggested names of others that would be very helpful on the task force – Carly Rippeon, Jean Marie Cowgig, South Mountain Park rep. Will also ask for representative from Park Board and Environmental Commission. First meeting is February 16th at 3pm.

Spring Jubilee – Natoma asked if we should book the antique tractor group for wagon rides? Yes. How many food trucks? Tony M is booked and would be nice to have 2 more acts perform so that music goes on throughout the day.

Quarterly rack cards – Marie will be the contact person for the rack cards. Deadlines are: March 1, June 1, September 1 and December 1. We need to include churches, ambulance company (Kim), fire company, American Legion (Ron Moats 432-5695), and businesses. Need to collect contact information for these organizations.

Vanish Brewery meeting – Terri, Natoma & Ron met with Richard DiPietro and Jonathan from Vanish Brewing. They are interested in opening a microbrewery at Auction Square and having Hilton Brothers manage a restaurant in the Jockey's location and revive the event center in the back of the property. This can only happen if the zoning is changed to allow for the microbrewery. They are hoping the EDC will be in favor of these ideas and support them to the Mayor & Council and Zoning Appeals. Ray added that they approached the town about hooking up to the sewer for free and that was not approved. Zoning change is needed for the production of beer. Ray will relay our support to the Mayor & Council and can write a letter stating our support.

Workshop adjourned at 10am.

Workshop notes submitted by Terri Packard.