



The Town of Fenwick Island

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BUSINESS DEVELOPMENT COMMITTEE MEETING - MINUTES

Thursday, February 18, 2016

Members Present:

Gardner Bunting, Tim Collins, Diane Tingle, Alex Daly, Scott Mumford, Buzz Henifin, Marc McFaul, Reid Tingle, Julie Lee, Merritt Burke and Pat Schuchman

***Absent:* Gabby Mancini, Scott Mumford, Phil Craig, Kristi Maravalli**

***Public in Attendance:* Gene Langan, Virginia Childers-Davidson, Richard Mais, Bryan Reed**

Flag Salute and Call to Order at 2:00 p.m.

Minutes:

Diane Tingle made a motion to approve the minutes from the January 5, 2016 meeting, seconded by Julie Lee. Motion passed.

Items for Discussion:

Gardner Bunting opened the meeting by addressing any public events the committee would be interested for the commercial district.

Tim Collins commented that in the past such events were a lot of work and had difficulty keeping volunteers. Mr. Bunting agreed that it usually ends up being the same people.

Merritt Burke stated he spoke with Kristie Maravalli of the Chamber of Commerce about family events on the beach such as races or a barefoot bash that could include a craft fair. He will reach out to the Chamber and the Seaside Striders for assistance.

Bryan Reed added that a volleyball tournament could be an event.

Reid Tingle agreed that such events could be paid by sponsors; the key is to draw people to the area. He suggested contacting the Ocean City Lifesaving Station to find out who they use to coordinate events and suggested a Spring kick-off the Summer Season.

He also offered to contact Rick Hundley who promotes the Bethany Beach races for assistance. The weekend before Memorial Day would be a good start for a Spring kick-off to summer which can have a soft start for this year and hopefully more interest next year.

Julie Lee added that at the Farmers Market on Fridays the Town could request that vendors allow the Town to leave rack cards at each of their tables informing of local events in Town.

Diane Tingle added that the Cottage Tour could generate business for local merchants. The best people to organize a Cottage Tour would be Winnie Lewis and Kimberly Grimes of the New Friends of the Lighthouse and the Fenwick Island Historical Society. As far as activity, she suggested we choose a weekend and advertise the activities.

Pat Schuchman added that Mrs. Lewis had been in contact with her and asked that she advise the B/D Committee that both the New Friends of the Lighthouse and the Fenwick Island Historical Society were interested in joining in the efforts as a liaison of the committee to bring new life to those historical areas in Town such as the Cottage Tour, F.I. Lighthouse, etc. Another interest of her organizations is to bring back the Town Fair within the next three years. She would ask that branding include the two organizations.

Marc McFaul suggested a wine festival. Richard Mais added that the Chamber does wine tasting for the Bethany Beach Arts Festival. Mr. McFaul also commented that during the off-season promote "1st Friday" events, a good name would be "Fenwick Friday" and have local merchants have their own sidewalk sales, happy hours, etc. This could be advertised monthly in the local papers on a single page ad.

Mr. Bunting suggested the B/D committee members report on the various suggestions at the next meeting.

He also reported on the pole lights stating they have been approved by Town Council. He referred to the idea of replacing all lights with white lights. After consideration he believes white lights may fade out at night and not be distinguishable.

Mr. Reed added that the lighthouse model was custom made for the Town. The price at this time is discounted, buy two and get three lights. He further suggested to purchase the marine upgrade to the lights which will withstand weather better than the lights we currently use.

There are 18 pole lights along the highway, four of which are lighthouses. At this time we have commitments for new lights from Mrs. Belian, Reid Tingle and Marc McFaul. Tim Collins indicated that he and a few of the businesses in Town may share the cost a few lights. He suggested soliciting the businesses outside of Town for donations for lights since they, too, will benefit from the newly lighted streetscape.

Mr. Reed believes the cost of the lights to be somewhere around \$600 each with a purchase of two you get three. Julie Lee comments this looks to be eight to ten new lighthouse lights this first year.

Mr. Reed stated he will obtain prices of timers and light bulbs and will speak with Danny Nedwick of Dynamo Electric Company for installation costs. Mayor Gene Langan added that if there is a shortfall the Town Council is committed to approving additional funds.

Next Meeting Thursday, March 31, 2016 at 2:00 p.m.

Julie Lee made a motion to adjourn the meeting seconded by Diane Tingle. Meeting adjourned at 3:00 p.m.