



The Town of Fenwick Island

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BUSINESS DEVELOPMENT COMMITTEE MEETING - MINUTES

Thursday, April 21, 2016

Members Present:

Gardner Bunting, Tim Collins, Diane Tingle, Alex Daly, Buzz Henifin, Reid Tingle, Kristi Maravalli, Julie Lee, Marc McFaul, Phil Craig, Merritt Burke and Pat Schuchman

***Absent:* Gabby Mancini, Scott Mumford**

***Public in Attendance:* Gene Langan, Virginia Childers-Davidson, Richard Mais, Roy Williams, Bryan Reed, Linda Poole, Kristie Brittingham**

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

Minutes:

Buzz Henifin made a motion to approve the Minutes from the March 31, 2016 meeting, seconded by Reid Tingle. Motion passed.

Items for Discussion:

Alex Daly began discussion by explaining his efforts to find if there is an interest among business owners to establish a local's rewards program. The purpose would be to strengthen the relationship between residents, Town employees and local businesses. This would be a voluntary program for participating businesses.

The idea would be a local's reward for supporting local businesses. He suggested a rewards card for locals be given to those residents/property owners within the 19944 zip code, area business owners and their employees. The participating businesses would have a uniform logo in their windows identifying them as a participating business.

Diane Tingle asked for some input from B/D members who are business owners on this idea. Both Tim Collins and Marc McFaul liked the idea and would be willing to participate in some fashion. It was added that each participating business would set their own offer on an individual basis.

Kristie Maravalli cautioned that someone would need to be appointed that would facilitate a sub-committee in charge of distributing the cards and keeping a list of each rewards offer. The sub-committee could mail out postcards in an effort to recruit local businesses.

Mr. Daly believed the cost would be minimal for ID cards and window signs, he expected \$500 or less. The program could span from the Rt. 54 Bridge up to the Narrows (north of Town).

Reid Tingle suggested that the program be tested this coming summer utilizing the blue hang tag given to Town property owners to see what kind of participation this will generate.

Alex Daly made a motion to have a pilot program utilizing the blue hang tags and include all businesses in the 19944 zip code for a "local's reward program", seconded by Marc McFaul. Motion passed.

Kristie Maravalli reported on the sub-committee she volunteered to chair to begin a "First Fridays" event which will debut the first weekend in October which is also Columbus Day weekend and would be called "Fenwick Fall Festival".

Her committee is comprised of Lauren Weaver, Merritt Burke, Laurie Martin, Kimberly Flynn and Carlie Carey. They will begin communicating with local businesses to find out who is interested in sponsoring planned events for this weekend.

The events the committee has discussed would be a "Pilgrim Run" on the beach, pumpkin patch on the beach and a festival on a Town parking lot.

Merritt Burke added that branding for both the fall festival as well as the continued first Fridays would cost approximately \$10,000. He added that \$5,000 has been approved by the Delaware Main Street Program for community branding with the other half paid for by the Town.

Diane Tingle made a motion to proceed with the First Fridays events and discuss at the next Town Council meeting, seconded by Phil Craig.

Bryan Reed reported that the pole lights have been ordered and are expected to arrive within a week. Gardner Bunting reminded the committee members who offered to contribute to the purchase of the lights to send in their donation in order to pay for the lights.

Public Participation:

Virginia Childers-Davidson reminded the committee members that the Earth Day Clean-Up will be held on Friday, April 22, 2016 and asked that participants arrive at 9:00 a.m. for a raffle to kick-off the event.

Old:

None.

New:

Mr. Burke reminded the committee members that lifeguard stand sponsorships are still available.

Next Meeting:

Next Meeting Thursday, May 19, 2016 at 2:00 p.m.

Adjourn:

Reid Tingle made a motion to adjourn the meeting seconded by Julie Lee. Meeting adjourned at 2:50 p.m.