



The Town of Fenwick Island

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BUSINESS DEVELOPMENT COMMITTEE MEETING WEDNESDAY, OCTOBER 18, 2017

Present: Tim Collins, Gardner Bunting, Virginia Childers-Davidson, Alex Daly, Marc McFaul, Reid Tingle, Amy Vickers, Lauren Weaver (Chamber), Terry Tleman (Town Manager), Erin Ellinger (Town Staff)

Absent: Buzz Henifin, Scott Mumford

Approval of Minutes:

Reid made a motion to approve the minutes from the September 20, 2017 meeting, seconded by Terry. Motion passed.

Discussion:

Tim began the meeting by reminding the Committee that all future meetings will now be open meetings with business owners input, and that he will serve as the liaison between the business community and Town Council. He will also attend the Charter & Ordinance Committee meetings and will inform the businesses if any ordinance changes affect them. He would like to hold the Business Development meetings only 3-4 times a year.

Tim stated that Lauren brought up a good point about the Fenwick First Friday's. Since most businesses are not open in January & February, the ad in Coastal Point should reflect what month the businesses will be open for the First Friday's. Tim stated that the businesses that have advertised for the Fenwick Friday's have at least committed to October, November, and December. Tim is trying to pull the whole business community together to have additional businesses in the advertisement in November.

As for feedback from the first Fenwick First Friday, Tim heard from Gabby Mancini who stated that he is going to extend their offer not just for the first Friday, but for every weekend in the shoulder season. The program can be tweaked to include additional days to benefit businesses. Virginia talked to other businesses that were involved in the First Friday and she questioned if they should announce their promo to every person who shops in their store, or give the offer to only those who mention the ad. Tim said that very rarely has anyone come in with the ad, so the offer should be available to every patron. Reid suggested printing out the promo flyer and placing them near the cash register so everyone is aware. Marc suggested that the ad in Coastal Point could be revised to say "mention this ad".

Tim suggested that the meeting in November should be geared towards fall/Thanksgiving/holiday themes. A common theme needs to be formalized between businesses.

Lauren shared a shoulder season promotion that Bethany Beach is conducting for an "Elf on the Shelf" in each of their businesses that would entitle people to win prizes if they find the elf in the business, then they would receive a sticker stating they visited the business. The more stickers you collect and the more you fill up the promo card, the better chances you have to win the grand prize of a \$100 gift card. Businesses who wanted to participate in this promotion contacted the Chamber and the Chamber developed the idea for the promotion. Reid said that would work as well in Fenwick Island, and maybe we could do ours from Black Friday – December 23rd. He offered to donate the grand prize of \$100 cash from the Bank of Ocean City.

Reid also thinks that a Facebook page promoting Business Development would be beneficial. He is willing to set up the Facebook page. Since he is leaving town, Alex will forward Tim his contact list of businesses that could benefit from a Facebook page. Tim, Reid, Lauren, Terry and Jane (from Coastal Point) will meet to develop the Facebook page as well as developing our "Elf" promotion.

Tim addressed the commercial parking situation, especially during the summer season. He has spoken to Chief Boyden for his thoughts on additional parking areas for business workers as well as patrons. The Chief said that they had parking problems with Fenwick Plaza area over the summer.

The next meeting will be held on November 15th at 2:00 p.m. At the next meeting, Tim suggested the Committee discuss finalizing our "Elf" promotion and also discuss trying to get all businesses, whether they are open or not, to put up holiday lights to give Fenwick Island a vibrant feeling during the holiday season. Reid suggested instead of doing the "Elf on the Shelf" that maybe we could do a snowman instead, and tie the promotion in with the annual Fenwick Freeze.

Alex mentioned that maybe we should have another breakfast meeting like we did earlier this year and involve all of the Town businesses. Tim said that we could plan the breakfast meeting to be held sometime in March.

Adjournment:

Alex made a motion to adjourn, seconded by Virginia.
The meeting adjourned at 2:53 p.m.