



The Town of Fenwick Island

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BUSINESS DEVELOPMENT COMMITTEE MEETING WEDNESDAY, APRIL 18, 2018

Present: Tim Collins, Richard Mais, Marc McFaul, Amy Vickers, Lauren Weaver (Chamber), Alex Daly, Virginia Childers-Davidson, Laurie Melniczek, Liz Welsh, Terry Tieman (Town Manager), Pat Schuchman (Town Staff)

Public: Dr. Kimberly Grimes

Approval of Minutes:

Virginia Childers-Davidson made a motion to approve the minutes from the November 15, 2017 meeting, seconded by Alex Daly. Motion passed.

Discussion:

Tim Collins began the meeting saying that since the BDC typically has a low attendance at its meetings, we will now have a CORE membership of 4 to 5 people who will act as a steering committee. This steering committee will meet at the Chamber of Commerce with the purpose of coming up with ideas that could benefit the business community. Regular BDC meetings will continue to be held in Fenwick Island Town Hall.

The Chamber has agreed to share its mailing list for the BDC in order to make better contact with the businesses. The purpose is to bring the business community together and promote the Fenwick Island businesses.

Mr. Collins further reported that the Fenwick First Fridays was successful. The advertisements in the *Coastal Point* was advertised through January and February at no cost.

He also mentioned that there may be an available billboard on Rt. 54 around Mallard Lakes. One business owner has already agreed to share the cost of the billboard with one or two other business owners which would advertise businesses and restaurants in Fenwick Island.

Lauren Weaver asked if the committee would be able to commit to advertising in the *Coastal Point* by mid-May. One full page ad would promote all businesses and would be a cost savings to those that place ads individually in the newspaper. It was agreed to be ready by April 30th with a May 15th cut-off. The ad would run in the summer season.

Pat Schuchman reported on the upcoming Fenwick Island 65th Birthday Celebration. This would also be an opportunity for the business community to take advantage of the week between the July 1st celebration and the July 7th annual bonfire with a variety of promotions that would attract business for the stores and restaurants as well as the Fenwick First Fridays which will be held on July 6th. Terry Tieman added that parking regulations would be waived for that day of the birthday celebration and that she will request the Town Council also waive restrictions (although a permit must be issued) on signs and tents for that week.

Alex Daly will continue promoting the "Fenwick Locals Program".

Ms. Tieman gave a brief overview on the upcoming beach replenishment which already has a week delay from its original schedule start the first week of July.

Old Business:

Tim Collins again expressed his interest in seeing some areas of the business community improve their physical appearance as an improvement to the entire community.

New Business:

Virginia Childers-Davidson reminded everyone that this coming Saturday, April 21st, the Town will be celebrating Earth Day and encouraged all to participate. She also cautioned everyone to be aware of the Ocean to Bay Bike Tour which will take place on Saturday, April 28th and mentioned that there will be 3,000 or more participants expected. She added that the Town has been name the Third Best Small Town by "*Southern Magazine*".

Kimberly Grimes was present to promote the next Cottage Tour to be led by the Historical Costal Towns historical preservation group. She explained that the tours fund restorations to local historical buildings. This year the tour will include 4 to 6 houses built before 1940 and the lighthouse. The tour is planned for the Columbus Day weekend which will coincide with Fenwick First Fridays on October 5th. She added that there will be a booklet with ads that will serve as the admission ticket.

Dr. Grimes also mentioned that she has just completed her book the history of Fenwick Island entitled "*Barefoot in Fenwick Island*".

Terry Tieman offered to have information on the tour put on the Town's website and Facebook page.

Next Meeting:

The next meeting will be held Wednesday, May 16, 2018 at 9:00 a.m.

Adjournment:

Virginia Childers-Davidson made a motion to adjourn the meeting, seconded by Marc McFaul. Motion passed. The meeting adjourned at 9:50 a.m.