



# The Town of Fenwick Island

800 Coastal Highway, Fenwick Island, DE 19944-4409

302-539-3011 ~ 302-539-1305 fax

[www.fenwickisland.delaware.gov](http://www.fenwickisland.delaware.gov)

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## BUSINESS DEVELOPMENT COMMITTEE MEETING WEDNESDAY, MAY 16, 2018

**Present:** Tim Collins, Vicki Carmean, Alex Daly, Kimberly Flynn, Buzz Henifin, Dr. Kim Grimes, Keith Howard, Richard Mais, Laurie Melniczek, Amy Vickers, Lauren Weaver (Chamber), Liz Welsh

### *Approval of Minutes:*

Tim made a motion to approve the minutes from the April 18, 2018 meeting, seconded by Alex. Motion passed.

### *Discussion:*

Tim began the meeting by reminding everyone that the Business Development meetings will continue to be informal. As for the Steering Committee, Alex, Amy, Lauren, Liz, and Virginia have agreed to be part of this sub-committee. They will meet at the Chamber to discuss events that might benefit the local businesses.

Tim introduced Vicki, who spoke in regards to the sidewalk project. She informed everyone that DeIDOT has given the go-ahead to proceed with the sidewalk project, which will be done in phases during the off-season. DeIDOT has requested the Town to form a committee for input from the business sector, in which Vicki passed around a sign-up sheet for anyone that would be interested in joining. Tim thanked Vicki for attending this meeting and letting the businesses know of the proposed sidewalk project.

Tim asked Vicki how he can proceed in getting approval for funding from the Town for signage to promote the Fenwick First Friday's. Vicki responded that he should approach Mayor Langan or Town Manager Tieman to be put on the Council agenda as an item for discussion/action.

Tim announced that the Fenwick First Friday's promotion will now run year-round. A flyer was passed out on the pricing from Coastal Point. Since the Chamber contributes, the cost is less for businesses. Lauren requested that she receive a copy of the final ad each month at least a week before it is published in the Coastal Point so the Chamber can promote the event via social media. Lauren also suggested that a signature event throughout all of the businesses advertising, such as a sidewalk sale, could be mentioned at the bottom of the ad. Tim would like to get 1-2 banners made to promote the Fenwick First Friday's. The banners could be hung around Town.

On the back of the flyer passed out, Tim also provided the cost for The Dispatch ad. The Dispatch is willing to do a 1-page ad, in color, to promote Fenwick Island businesses. The ad would run from Memorial Day to Labor Day.

Tim has been in contact with Billie, the owner of Eclectic, who has had success in promoting her business via Facebook. For \$25 per year, each business can put an ad through her Facebook page to promote their own business. This would also be a way to communicate as a network with other businesses in Town. Kim suggested another option for networking is to provide a "business card" to all businesses participating in the Fenwick First Friday's that lists all of the promotions. Lauren will work on a card.

***Public Participation:***

None.

***Old Business:***

Dr. Kim Grimes spoke about the Coastal Cottage Tour that will be held in October. Coastal Point is providing the booklets for the event. If anyone would like to advertise in the booklets, she needs the ads by the end of May. Dr. Grimes also suggested that maybe the Fenwick First Friday's could also be advertised in the booklets.

Tim asked Laurie from the new business, Craft Box, to give an overview of her business. Tim also asked Keith from Big Eye Jacks to inform everyone what was new this year at the restaurant.

Alex plans to visit all the businesses sometime in June that participated in the Fenwick Locals Program last year to see if they are still interested in participating this year.

Tim noted that if any of the businesses would like to participate in the Town's birthday celebration to contact Town Manager Tieman.

***New Business:***

None.

***Next Meeting:***

The next meeting will be held on Wednesday, June 20<sup>th</sup> at 9:00 a.m. The Town's birthday celebration will be discussed.

***Adjournment:***

Alex made a motion to adjourn the meeting, seconded by Lauren. The meeting adjourned at 10:00 a.m.