

MINUTES
FENWICK ISLAND BUSINESS DEVELOPMENT COMMITTEE
Wednesday April 10, 2019 9:00am

Location: Bethany-Fenwick Area Chamber of Commerce
36913 Coastal Highway
Fenwick Island, DE 19944

Flag Salute and Call to Order – 9:04am

1. Approval of Minutes – Quarterly Meeting of November 14, 2018
 - Tim -1st
 - Kim-2nd
2. Items for Discussion
 - Potential 2019 Parking (4pm Changing to 6 pm)
 - Richard Mais (FI Town Council Finance Committee) provided attendees with an overview of the reasoning behind the proposed changes for 2019 and that prior to making a final determination at the May 3rd Town Council Meeting wanted feedback from the business community. Various proposals from 9am to 10pm, 9am to 4pm (current policy), and 9am to 6pm were initially considered.
 - Parking Revenue for the Town was approximately \$25,000.00 last year and has remained stagnant/flat over the prior two years although there was an increase in parking fees for the 2018 season.
 - The parking permits will be available either via a kiosk located at Town Hall or via a newly implemented ParkMobile app.
 - There have been no formal cost/benefit analysis performed to determine if the increased costs of enforcement/app fees will be offset by the revenues
 - Tim Collins stated that it was positive that the business community was being made aware of the potential change and that the town council was not going to make a final determination until they received input from the business' within the corporate limits.
 - Alex Daly – questioned the point of extending the time frame if it will not bring in additional impactful revenues
 - Kim Flynn – inquired as to whether the Chamber Parking lot could be utilized after hours. Lauren Weaver advised that the chamber actually sits on State Park property and this would require coordination with the Town and DNREC.
 - Chris Reda- reminded everyone that residents and their guests will be impacted by this proposed change as well. Inquired as to whether "private" lots (i.e. Farmer's Market) could be used as overflow parking.
 - Parking for employees was brought up as an issue. There is a very limited supply of on-site parking at many of the business locations in town and the inability to park for free could be a detriment. Fred Thomas and Lauren Weaver provided some insights into the frustration and issues that

- the business' and their employees in Bethany Beach experience based on a lack of business parking permits and spaces.
 - There was some discussion as to whether the "Beachheads" could be utilized to accommodate public parking after hours. These areas are currently opened up to residents after hours.
- Sidewalk Project Update
 - Terry Tieman informed attendees that they had received an estimate from the state in which she felt was exorbitant even though the town portion of the overall project costs would be 20%, with the State picking up the remaining 80%. Prevailing wage and permitting were also issues.
 - The town is working to receive detailed engineering costs and exploring performing the project in phases/sections to get the "most bang for the buck"
 - Funds could be obtained potentially through the following methods/sources:
 - Community Transportation Fund
 - Town Reserves
 - Bond Bill
 - Grants
 - Bill Weistling reminded attendees that this project will need business support as DELDOT has a 7 foot right of way and requires a 2 foot buffer and then a 5 foot wide sidewalk.
 - Town plans to still partner with DELDOT for input and assistance on this project
 - Walkability – Lauren will provide 5 case studies as to how a town's walkability is linked to and impacts economic development.
- Paving Project Update
 - Terry Tieman provided an update to attendees. Currently patching potholes in town throughout the month of April. Micro surfacing is scheduled to start on May 1st
 - Work will proceed on every other street and the contractor will be providing 48 hour notice to street residents with hanging tags. Info will also be posted on the Town of Fenwick Island website and Facebook pages
 - Project is expected to be complete by mid-May
- Update on Planning Services for Fenwick Island Commercial District
 - The Town is very receptive and open to discussions regarding the commercial district and its future. The town has hired a consultant who was involved in the development of the Town of Bethany Beach Code & Ordinances.
 - Consultant will be providing draft guidelines for public and business input
 - Will tie into the town's overall Comprehensive Plan
 - Want to move away from the "Shoe Box" look
- Update on Charter & Ordinance Committee
 - Commercial Height Ordinance
 - Bill Weistling indicated that the new hotel has driven this issue and a discussion on Chapter 160-5B will be discussed on the April 12 C & O meeting
 - Commercial Dumpster

- This impacts dumpsters and storage pods in the residential areas and does not impact the business community
 - Shoplifting Workshop –Fenwick Island Police Department
 - Tim Collins indicated that Chief Boyden has offered to hold a Shoplifting Workshop for FI businesses .Tim will be coordinating date and time with all.
- 3. New Business
 - Spring 2019 Activities
 - First Fridays
 - Lauren reminded everyone of the need to keep consistent on First Fridays and that the chamber will be subsidizing the advertising again in 2019
 - There was some discussion regarding creating some type of “draw” to get people to visit town on these days. Ideas included”
 - a. Music/Band in the town park
 - b. “Themed” event
 - c. Free Parking
 - d. Tie into August 2nd Fenwick flicks
 - Fred Thomas inquired as to whether any business’ were tracking sales on First Fridays versus regular Fridays and if there was any analysis of its impact
 - “Locals” Program 2019
 - Alex Daly is coordinating the Locals Program for 2019. This program encourages our local businesses to provide a discount to those residents who have a 19944 zip code on their license. It was previously authorized until December 31, 2018.
 - Not sure how it is perceived and most of its existence known by word of mouth
 - Alex provided a list of 2018 participants and will be recruiting 2019 participants.
 - Fenwick Flicks
 - Flyer was handed out looking for donations to help defray the costs
- 4. Next Meeting
 - The next meeting is scheduled for Wednesday May 8th at 9:00am
- 5. Adjournment

Attachments: Attendee List
 “Fenwick Flicks” Flyer
 2018 Participating “Local” Programs Participants