



**Economic Development Committee Meeting
Town of Bridgeville
Minutes
Wednesday, April 20, 2016 9:00 a.m.
Town Hall Meeting Room**

Attending: Ralph Root, Jack Dalton, Brenda Rambo, Jeff Tull, Charlie Smith, Ruth Skala, John Brodeur, Harris Mager; **Absent:** Lawrence Tassone.

Minutes: Minutes from February 17 and March 16, 2016 meetings were approved.

Introductions: Two new members were introduced to the committee: John Brodeur and Harris Mager. Both are residents of Heritage Shores and have extensive community, commercial development experience.

Grant Decisions: Chairperson Ruth Skala indicated that the Downtown Improvement Grants were enthusiastically received by the Market/Main Street business community. Five applications were received by the April 8 deadline from Tony's Pizza, Bridgeville Emporium, 104 Market (Beulah), Church Mouse (UUMC) and Snappy's Restaurant. In order to meet the state's spending deadline, a subcommittee of the EDC comprised of Jack Dalton, Ralph Root and Ruth Skala met to review the applications on April 9. On Monday, April 11 four applications were recommended to the Commissioners for approval. \$1,000 matching grants (25%/75%) were awarded to Tony's Pizza, Bridgeville Emporium, 104 Market Street and an \$800 grant was awarded to Snappy's Restaurant. The EDC needs to follow the progress of the grant expenditures and document the work with pictures.

Budget: In preparation for the Commissioners' Budget Workshop on April 28, the EDC thoroughly discussed future plans and budget requirements to implement those plans.

- Jeff Tull emphasized the need for the town to develop a funding plan for businesses including loan interest business loans, state grants and to follow the realtors' advice regarding infrastructure hook ups.
- Everyone was in agreement that cost estimates are needed to complete the design plans for Downtown suggested by Muldrow Associates. The need for new Downtown sidewalks is clear but pursuing that improvement requires a definitive decision not to underground utilities. It would also require a change in town ordinance that currently requires property owners to maintain sidewalks.
- New signage following the branding theme would enhance the town's appearance. Attractive directional signage to the library, post office, historical museum, schools, etc. was suggested. Harris Mager thought a sign on the old railroad depot saying Town of Bridgeville would be attractive. Permission would be needed from Rapa/Scrapple.

The following budget request was submitted to the Commissioners:

Economic Development Committee FY2017 Budget Requests

Downtown Improvement Grants \$ 10,000
Implement a program similar to FY 2016

Signage \$ 7,000
Street signage: Historical Museum, Library, Schools, etc.
Bridgeville sign on railroad building with permission from Adams
Replace one to three entry way signs to replicate current branding

Literature & Supplies \$ 2,500
Brochure highlighting town
Rack Cards, Business Cards
Appropriate "how to books"
Startup cost Bridgeville license plate

Advertising \$ 2,500
Place ads in business journals similar to the one in the STAR Progress Report

Conference Attendance \$ 3,000
Provide funding for at least two attendees at annual Main Street Conference
Provide funding for attendance at DEDO or similar conferences within Delaware

Total direct Economic Development Funding \$ 25,000

The committee also requests that the Town budget include:

Funds to complete water and sewer infrastructure connections to major commercial properties at 404 and 13 in its Capital Budget

Funds to complete the bike path into town from Heritage Shores

Funds to hire consultants to provide design and cost estimates to implement the Downtown plans presented by Muldrow & Associates

Branding Suggestion: Bob Wedemeyer a resident of Heritage Shores suggested that the new town sign in front of Dollar General would be an ideal template for a front license plate. Ruth presented a design and cost estimates from Phillips Signs for EDC discussion. Committee members unanimously agreed the idea should be recommended to the Commissioners. Selling the license plates would be a source of additional funding for economic development but more importantly it would be a way of advertising Bridgeville.

Strategic Plan Review and Development: The strategic plan draft presented by Rick Ferrell remains unfinished. John Brodeur volunteered to work with Ruth Skala to complete this project.

Bankers Roundtable: The Chamber of Commerce provided the EDC with a list of commercial bankers. It was decided that the committee will sponsor a Bankers Roundtable at its May 18 meeting. Jack Dalton will invite the bankers that are on the list.

NEXT EDC MEETING WEDNESDAY, MAY 18, Town Hall 9:00 a.m.

Respectfully submitted, Ruth Skala, Chairperson, Economic Development Committee