

**Economic Development Committee Meeting**  
**Town of Bridgeville**  
**Minutes**  
**August 19, 2015, 9:00 a.m.**  
**Heritage Shores Club – Conference Room**

**Attending:** Ralph Root, Jack Dalton, Ruth Skala **Absent:** Jeff Tull, Charlie Smith, Lawrence Tassone, Ron Maas

**Minutes:** There was a quick review of the July 15<sup>th</sup> minutes.

**Town Manager:** Jesse Savage was unable to attend but the three of us did discuss his proposal. He had questioned whether the town should run **utilities** to the major commercial properties in advance of any known development. All in attendance agreed it would be advantageous for economic development. Ralph Root suggested that IT conduit should be included if the town proceeded with the effort. A possible change in town policy regarding sidewalks was also discussed. It would require a change in town code if responsibility shifted from the homeowner to the town. Jack Dalton pointed out that there might be cascading legal issues such as mowing, shoveling, etc.

**Old Business:**

- Ruth Skala indicated that we have no date set for the final **Conceptual Vision** report from Muldrow and Associates. The town is waiting to implement the branding package. The sign at the corner of Market and Main (Dollar General) needs to be replaced as well as several others. A decision will need to be made regarding street flags using the new slogan: Bridgeville Delaware's Front Porch. Jack Dalton felt Phillips Signs would be willing to work with us in implementing these changes.
- **Pop Ups:** Ruth said that two applications were completed (104 and 400 Market St.) and submitted but after careful review the properties due to long neglect could not be tenant ready by October 2 (the state deadline).
- **Correspondence to Trade Associations:** the draft letter and Trade Association list were reviewed and it was agreed that Ruth would proceed with the mailing. Ron Maas has to be thanked for his effort on this project. Eleven letters will be sent.
- **New Business Checklist:** Ralph will work with the town to produce a final form that can be placed on the town's website and used in a welcome package.
- **Letter to Large Commercial Landowners:** Ruth will create a draft letter before the September meeting that will emphasize: opportunities, assistance and plans and dreams of Bridgeville.
- **CGI Communications:** a scripting meeting is scheduled with CGI that includes Jesse Savage, Pat Correll and Ruth Skala. The emphasis will be on a Welcome video as well as segments on Growth & Quality of Life as well as Activities & Education.

**New Thoughts:**

- The town needs to develop a good business plan, incentives – impact fees, etc. and concentrate on individuals.
- For better Commission understanding, Ralph volunteered to produce presentations such as PowerPoint for Board meetings.
- It was agreed that Jack Dalton will contact Delmarva Power to find out if running Main and Market Street utilities underground is a possibility.
- Scott Thomas will be contacted to see how Bridgeville can become a larger part of the tourism effort.

Submitted by Ruth Skala, Chairperson