DOWNTOWN DOVER PARTNERSHIP BOARD OF DIRECTORS
October 25, 2017 7:30 AM in City Council Chambers
DRAFT AGENDA as of 18 OCT 2017

1. Agenda Additions/Deletions

2. Approval of Minutes – September

3. Monthly Financial Reports/Budget Update
    A. DDP Monthly and YTD Budget
    B. Main Street Dover P&L

4. President's Report – Anita Evans
    A. 3 for 300 Video Request
    B. Strategic Planning & Bylaw Update
    C. North Street Parking Lot Update

5. Dover Police Department Update – CAPT Spicer

6. Executive Director's Report
    A. Property Update
        1.) Demo 680 Forrest Street
        2.) Brownfield Update – Interfaith Garden and InterCity Cultural League
    B. Website Update
    C. Development/Organization Plan

7. Mayor's Comments – Mayor Robin Christiansen

8. Legislative Update – Sen. Brian Bushweller and Rep. Sean Lynn

9. Planning Department & Restoring Central Dover Update – Dave Hugg

10. Committee Reports
    A. Parking & Safety – Jonathon Street (1st Tues @ 8:00 AM)
    B. Organization –
    C. Design – Kristin Pleasanton (2nd Wed @ Noon)
    D. Economic Development – Mitchell May (3rd Wed @ 7:30 AM)
    E. Marketing/Promotions – Tonda Parks (1st Thurs @ Noon)
    F. Merchant Committee – Tom Smith (2nd Wed @ 6:30 PM)

11. Other Updates
    A. City-wide Economic Development – Dave Hugg
    B. Wesley College – Robert E. Clark, II
    C. Bayhealth – John Van Gorp
    D. Tourism – Wendie Vestfall

12. Public Comments
13. Executive Session – Legal Matters – Pursuant to 29 Del C. §10004(b) (2)

DDP BOARD MTG ~ Dec 6, 2017 at 7:30 AM @ **City Hall Conference Room**

DOWNTOWN DOVER PARTNERSHIP
BOARD OF DIRECTORS MEETING MINUTES
SEP 27, 2017 in City Hall Conference Room

ATTENDANCE: Senator Bushweller, Mayor Christiansen Anita Evans, Lucy Findlay, Bill Hare, Mike Harrington, Dave Hugg, Diane Laird, Maxine Lewis, Mitch May, Donna Mitchell, Gregg Moore, Tim Slavin, Todd Stonesifer, Erin Thwaites and Wendie Vestfall

STAFF: Joan Cote, Tina Bradbury

OTHER ATTENDEES: LT Chris Hermance, Tonda Parks, Tom Smith, Kristin Pleasanton

After Board of Directors and Committee Chair photos were taken outside, Anita Evans welcomed everyone and gave the floor to Senator Bushweller and Mayor Christiansen so they could present a Proclamation and City Flag to Gregg Moore for his tenure as Board Chair. Gregg thanked the Board for their tremendous support.

Anita asked for an addition to the **Agenda** of a PowerPoint Presentation addressing the street scape on Loockerman. Anita asked for a motion to approve the Agenda as presented with the addition.

1st Todd Stonesifer
2nd Mitch May
All Approved/No Opposition, motion carried

Anita asked for a motion to approve the **June Minutes** as presented.

1st Mike Harrington
2nd Lucy Findlay
All Approved/No Opposition, Motion carried

Joan presented **DDP Financial Report** and **Main Street Dover Report**
Financial Reports for June, July and August were distributed. Financials reflected expenditures for Military Discount Ads, Purchase of new canopies, tables & chairs, production of Farmer's Market bags (which were covered by sponsorships), new Farmers Market Banners for Loockerman Plaza, no trespassing signs and striping of Parking Lots.
Main Street Dover Checking Account now has the inclusion of hundreds of WIC vouchers from each week of the Farmer's Market which has made is difficult to rectify the account along with deposit fees. We will work with Jason at PNC to get the account updated and balanced.

Anita asked for a motion to approve the Financials as presented.

1st Gregg Moore
2nd Mike Harrington
All Approved/No Opposition, Motion carried

President Report – Reaffirmed the new Officers as herself as President, Lucy Findlay as Vice President, John Van Gorp as Treasurer and Todd Stonesifer as Secretary. Introduced Maureen Feeney-Roser as a Mentor acquired through Diane Laird to help the Staff and Committees get on track and fulfil the requirements of a Certified Main Street Organization. Maureen is looking forward to work with us to improve and expand under the Main Street approach.

Joan arranged for 3 companies to make Strategic Planning Proposals to a working group which became our Executive Committee. They selected Peggy Geisler who is an Independent Consultant through DANA – Delaware Alliance of Non-Profit Advancement (which DDP is a member).

Lucy Findlay gave an update on the progress that has been made to date as we work through the Strategic Planning Process.

1) We have come up with a revised **vision** statement for consideration of the Board, "The Downtown Dover Partnership's vision is to have a vibrant and thriving Downtown"
2) A revised **mission** statement, "The Downtown Dover Partnership is a group of stakeholders committed to driving an improved quality of life for the residents and visitors of Dover"
3) Discussed our Core Values and concluded with the statement, "The Downtown Dover Partnership is a goal oriented organization that acts with integrity and is responsible and cooperative."
4) We identified our primary and secondary customers:
   Primary – Residents which includes Business Residents and Visitors
   Secondary – Businesses, City Government, Library, Arts & Cultural Organizations, Healthcare Providers and Schools.
5) Strategic Agenda will include a survey, interviews & meetings with stakeholders, and retreats for various focus groups (downtown business owners, committee chairs and interested members of the community).
6) After these goals are completed we will look at updating our Bylaws.
7) Staff, Board and Committee Members will be participating in Transformation Workshops over 2 days. You are encouraged to attend even for only an hour or two. Contact Joan if interested. Lucy brought her binder and offered to have any Board Member to review it if interested.

Anita said that the final Strategic Planning won't come to fruition until likely next Spring.

Dover Police Department Update – LT Hermance stated Dover PD is authorized 9 Cadets and there currently have 8 on the streets. Obviously having an increased presence, they will be a strong deterrent to crime. They have had strong success including decrease in shootings with a Strike Force that has targeted specific crime eliminates including guns, drugs, etc. Discussions have been held with City Planning, NCALL and others to come up with solutions for abandoned property which are havens for criminal activity. Updates on DPD support for the various Nascar Activities and OKTDOVERFEST with no issues were provided. DPD and DDP are for the 2nd year collaborating for Safe Trick or Treating with a parade starting in Loockerman Plaza which leads to Legislative Mall which will have First Responders and Private Vendors with displays and handing out goodies. 5 members are in the Academy. LT Hermance encouraged everyone to please call in any complaints to the non-emergency number so they can be properly addressed. If you see something, say something. Anita and Gregg compliment Chief Mailey on his commitment and successes the Department has experienced under his leadership.

Executive Director's Report – We are in the midst of getting both asbestos and demolition proposals for 680 Forest Street. Striping of the parking lots has been completed except KCCAA fence line due to large amounts of grass growing through the blacktop. Stenciling each parking spot in North Street has helped define which entity and timeline of available parking after hours and weekend. All striping should be completed within the next week or two. Interfaith Garden initial testing of 11-12 plugs selected by DNREC has been completed, results from the State Laboratory have been sent to a Confirmatory Lab for further analysis. Once those results come back it will be determined if it will require elevating to a Risk Assessment. A formal request was sent via certified mail to Clay Hammond, Delmarva Black Chamber of Commerce to return the matching Icehouse grant funding was returned. An updated address was obtained and will be mailed out again. Restoring Central Dover had their $3,000 grant funding returned and hope he will follow suit with DDP funding. Loitering issues have been looked into with several businesses from bicycles on sidewalks to the increase loitering at 32 and 115 Loockerman Street. Both Business Owners have been briefed and were positive about the potential of being offered a solution. Once proposals are presented and review by the Planning Department, we'll meet with each Building Owners to determine if the plan is acceptable and how it would be funding. Farmer's Market Survey has been implemented along with a Market Bucks Program to encourage people to come out to the market. The Market has been extended to the end of October and the WIC program continues to be extremely popular and nutritious additions to our local resident and family diets. Joan attended a Meet the Media Workshop at DSU to find innovative ways to communicate with the local media and get more feel-good stories about downtown. Joan has started a plan to build a strong relationship and volunteer base with the local Universities and the military commands.

DDP Staff and Tonda will be collaborating with D3 to apply for Restoring Central Dover Grants to increase the success of First Fridays. Todd has stepped up to work with Joan & Fawna to review our General Liability policy. Joan is working on a consolidated bundling package on all of our policies to potentially decrease the annual premiums, 990 review with Mitten and Winters and Payroll Audit RLD Assoc/Harford Ins. Joan is preparing an Annual Sponsorship Program to raise funds with various levels of sponsorship where the donors would be featured at various programs, events, on our facebook and website. Potential events including a 5K which would partner with another existing special event, Car Show on Loockerman Plaza and Women's Event.

Mayor's Comments – N/A

Legislative Update – Senator Bushweller stated it wasn't a good financial year. First time not finishing the budget by the constitutional deadline. State Revenue for remaining Fiscal 18-19 shows a marginal increase. Budget issues will continue to be at the top of the list of challenges. Senator would like feedback on the movement to shift costs from the State to Local City and County Officials including establishing county road and maintenance costs to individual counties. Most roads are not incorporated municipalities. Bill Hare spoke about the PILOT - Payment In lieu of Taxes program which is population based. General Assembly is dealing with Criminal Justice Reform, Bail Reform and Death Penalty and Legalization of Marijuana.

Planning Department – Dave Hugg reaffirmed the critical importance of the Dover Police Department in addressing the various areas of crime particularly in the housing areas of the City. Planning has made considerable progress with various property owners who have historically declined to engage. Code and Ordinance Review packages have been submitted to Council for approval. October 1st instituting a more aggressive code enforcement policy with a 3 strikes and you're out program including a specific obligation and timeline for completion. Dave has continued to be our representative at the Rapid Health Impact Assessment with the County and EPA which includes consideration of our 3 property parcels on Forrest and Railroad. Amendments on vacant building ordinances are in progress. There is a new Fire Marshall and 1 vacancy in Code Enforcement.

Parking & Safety – Jonathon Street was introduced as the new Committee Chair and also serves on the Economic Development Committee. Parking Study commissioned by the MPO will give an outsiders perspective on recommendation to impact parking in the city. He will come back to the Board with recommendations and a fresh look to improve the scenario for everyone. Gregg suggested the Committee seriously look at making the parking free in the lots and update the signage. There are many signs located in City Storage that are usable. Obviously, we would have to work with Landlords to cycle out any guaranteed parking that they have included in their leases and agreements. Anita shared that studies have shown that free parking doesn't necessarily increase shopping. Jonathon would like to have some City Parking Policies and Rules. Maxine asked to be added to the Parking & Safety Committee.

Organization Committee – N/A

Economic Vitality – Mitch said his committee is working on several projects but didn't feel he was ready to bring them to the Board.

Design Committee – Kristin stated that they are working on revamping the guidelines in the façade grant program including the application, process, parameters, maximum cap and numbers permitted in a fiscal year.

Marketing & Promotion – Tonda talked about the grant she is working with Tina on the Movie and Dinner in Loockerman Plaza and the collaborate effort we will have with D3 on First Fridays including extending it to year-round.

Merchants Committee – There will be a special Merchant Committee Meeting today called by the Mayor. Tom thanked D3 for the successful OKTDOVERFEST and Staff for the Farmers Market which increase the number of potential shoppers to the Downtown. The military discount program is running well and will expand with additional businesses. Todd spoke about the increase of new businesses from The Loocke and My Roots along with another new potential new venture. Lucy congratulated D3 on the success of their events which help improve the good reputation of downtown. Dave Hugg

concurred that there are reasons for all of us from downtown and the overall City to feel good about the recent positive efforts and progress! The City is looking at revamping their website.

Wesley College – N/A

Bayhealth – N/A

Tourism – Wendie talked about the success of the Amish Country Bike Tour and expanding it over the weekend to include families. Tourism will have a booth for the first time at the Fan Zone at the upcoming Nascar Race. They are happy to hand out any information at this location. Dover Days may move closer into the downtown area and have a potential partnership with History, Heritage & Hops. Wendie also talked about their new Certified Ambassador Program in March which is a Nationwide Program and their new mobile Visitors Center which will be unveiled on Oct 27th at 9:30 at the AMC Museum. Which has video screen, service window and runs on natural gas. Tourism Lunch is November 2nd at Down Downs. Anita talked about the perception of visitors believing there is nothing to do and Wendie is doing a great job with breaking that belief and spoke about how wonderful their new website is now. Tom stated that many of their customers are Tourists and has heard there may be negative feedback being given by eating establishment employees.

Streetscape Presentation - Gregg Moore on the overgrowth of trees along Loockerman and several side streets. Power Point slides were shown with photographs of aerial views of how the trees are blocking sunlight and building architecture and the positive impact a new look with removal of specific trees would have on downtown. Trees were installed in 1986 and were left too long with being attended. Photos were shown of nearby communities and how their street scape look. Anita asked Tim Slavin if a letter of recommendation from DDP Board would be helpful and he said it would. Todd agreed it would be a positive project and asked for the monetary impact. Erin talked about the impact having to power wash her business and keep the street clean because of the large tree in front of her business. Tonda asked if lights could be strung across the street if the trees were all removed. Gregg stated that only specific trees would be recommended for removal. Maxine asked if the trees would be considered on side streets and Gregg said yes it would most likely done in phases.

Public Comments – None

Executive Session – Legal Matters – Pursuant to 29 Del C. §10004(b) (2)

1st Mitch May
2nd Mike Harrington
All Approved/No Opposition, Motion carried

The meeting was adjourned