DOWNTOWN DOVER PARTNERSHIP BOARD OF DIRECTORS
December 6, 2017 7:30 AM in City Hall Conference Room
DRAFT AGENDA as of 28 NOV 2017

1. Agenda Additions/Deletions

2. Approval of Minutes – October

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

4. Dover Police Department Update – CAPT Spicer

5. President's Report – Anita Evans
    A. Strategic Planning & Bylaw Update
    B. North Street Parking Lot Update

6. Executive Director's Report
    A. Property Update
        1.) Demo 680 Forrest Street
    B. Committee Workplans
    C. Website Update & Farmers Market Recap
    D. Home for Holidays Parade

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)
Discuss Personnel, Lawsuits, and Contracts

DDP BOARD MTG ~ JAN 24th at 7:30 AM @ **City Hall Conference Room**

DOWNTOWN DOVER PARTNERSHIP
BOARD OF DIRECTORS MEETING MINUTES
OCT 25, 2017 in City Council Chambers

ATTENDANCE: Mayor Christiansen, Anita Evans, Lucy Findlay, Mike Harrington, Dave Hugg, Diane Laird, Maxine Lewis, Mitch May, Donna Mitchell, Gregg Moore, Fred Neil, Tim Slavin, Todd Stonesifer, Erin Thwaites, John Van Gorp and Wendie Vestfall

STAFF: Joan Cote, Tina Bradbury

OTHER ATTENDEES: Capt Spicer, Tonda Parks, Tom Smith and Will Grimes

September minutes were presented via previous email and hard copy at the meeting.

DDP Financial Report and **Main Street Dover Report -** Joan presented the Financial Reports for September included the first payment on our Strategic Planning Package, Advertising for First Friday, Farmer's Market & Comic Con Ads, replacement of Street Light that was knocked down in the Plaza in summer 2016 (there was never a Police Report filed and our deductible was almost the same as replacement cost), Property Taxes and Compliance Testing on the Interfaith Garden which will be reimbursed through the Brownfield Grant Program. Main Street Dover Checking Account gets hit with multiple deposits fees during the Farmer's Market due to accepting WIC vouchers. Jason Wallace did refund a month of fees but doesn't have the authority to continue. We will work to bring the daily balance up to the next level of checking, so we won't incur the additional fees.

*Anita asked for a motion to approve which had to be delayed and retaken once there was a quorum present to the September Minutes and Financials as presented.

1st Mike Harrington
2nd Lucy Findlay

All Approved/No Opposition, Motion carried

President Report – Joan sent out the "3 for 300" video sponsorship request prior to the Board Meeting. Anita went over the specifics on how the video was set up and the potential for other uses. Lucy Findlay and Diane Laird recommended supporting the project. Anita explained how the Committees will have more comprehensive budgets with workplans to take on these types of requests in the future. There was a motion to support the video for $1,500.00.

1st Diane Laird
2nd Mike Harrington

Strategic Planning Call on Friday 13th where we submitted suggestion for who should be individually interviewed, in focus groups and survey participants. The survey is being finalized and will be sent to the Board. Anita asked if anyone had recommendations for participation to please let us know. Bylaws work has been completed previously by Gregg, Diane, Anita and Joan and will be brought into the Strategic Planning session before the recommendations are push to the Board for final approval. North Street arrangements are being worked with Phil McGinnis and Anita. John Van Gorp asked for some details on who and what was involved with the North Street Lot. Anita explained what was in the various leases and the ramifications on the various parking spots and who was allowed to claim how many spots.

Dover Police Department Update – Captain Spicer stated the Cadets aren't quite fully staffed but doing well. Cadets are being asked to "be present downtown" with the local Merchants more; get to know them and ask if they need anything. If anyone has any concerns or comments about the Cadets to please contact Captain Spicer. Cadets have been funded by City and 1 or 2 by grants. Tonda Parks reminded everyone to call the non-emergency number, "If you see something, say something"!

Robberies in the City are down and 84% are cleared which is unprecedented. Burglaries have 67% clearance rate, which are hard to clear because of lack of evidence or witness cooperation. Only 31% of shootings are clear due to lack of

cooperation from victims and witnesses. 91 illegal guns have been seized on streets of Dover, we are on pace to break 100 this year, these guns come from all over. Manpower is down but our Department is working extremely hard and doing a fantastic job keeping up with protection of our Citizens and City. Dover PD is looking at many Officers that are eligible for retirement, there is a constant challenge to fulfil our manpower requirements as are many agencies. 2nd Annual Dover PD and DDP joint Safe Trick or Treating Event is coming up this Friday. It was a tremendous success last year and know it will continue.

Executive Director's Report – Joan put together our various Insurance Policies that total $33,660 in premiums to request a bundle proposal to hopefully cut DDP policy expenses from Mel Warren at Pfister, Erik Kaufmann at L&W and Fawna Shultie at Connor Strong. Joan will also work with Phil McGinnis to update our various property coverage, so we aren't carrying any unnecessary policies. Our appreciate to Diane Laird for bringing Maureen Roser-Feeley to help us through the Main Street Workplan process. She has been a pleasure to work with and we so appreciate her efforts! There are still several Chairs that need to work with her to finalize their proposed work plans which will be sent to the Board for review and approval. Once workplans are confirmed that information will help build various grant packages that the DDP and/or Main Street Dover can apply for in the coming year. Joan has appointments set up to meet with the various Delaware Military Commanders (436th & DNG Confirmed) to discuss potential participation on our various Committees, involvement in our parades and to thank them for bringing military volunteers to support our special events. Joan recruited Dawn Fiore is a new member of the Design Committee who comes with many years of experience as a Graphic Designer for UD and owns her own Graphic Company. And also, Jeremy Tucker former WBOC Bureau Chief and now with DE Electric Co-op can't attend M&P Meetings but will now be the DDP's Media Advisor helping us better communicate & build positive relationships with various media outlets. Joan originally discussed becoming a member of the Economic Development Committee with Val DeRocili, Compliance Environmental but because of potential conflict of interest he would like to help build a new work group under Economic Development that will help us build relationships with the local colleges and universities. Scott Kidner with C.S. Kidner & Assoc and First State Military Academy has also expressed an interest in becoming a Board Member in the next year or two. Joan and Tina will attend some training on the DDD Grant Process with Penny at DSHA. Anita mentioned the Governor was just here for a meeting at the Grey Fox and had several examples of local success stories that were supported by DDD grants both small and large projects. Dave Hugg and Julian Swierczek of Planning Office are working with Erin Thwaites and DDP Staff on a "New Business Binder" that would include a comprehensive & chronological checklist for anyone wanting to open a business in downtown dover that would also include every type of grant that could potentially qualify for whether City, State or DDP. We are working on a short Merchant survey and look at doing a personal walk around to every merchant to discuss how the City and DDP can support them. Anita asked that we look at combining it with the Strategic Plan Survey. We haven't found anyone yet to step up to Chair the Organization Committee, but we need to start looking at ways to raise revenue, so Joan started some exploratory work on several projects to consider. A first rough draft of an Annual Giving/Membership Drive/Campaign was passed out to get Board feedback. It will list various levels, what their donation would be sponsoring and what they might get in return for their investment, i.e., listing on DDP website, Facebook Feature, Annual Report, etc. A possible 5K with TriSports that we would partner with an already existing event like OKTDOVERFEST or Home for the Holidays Parade. Diana Welch & Erin Barrett Cooper would like to look at having a Women & Wine Event. Jim Thistlewood, Dave Evans and AutoPlus would like to consider holding a Car Show either in Governor's Lot or on Loockerman Plaza. Once workplans are approved, we will be in line to start applying for several grants including Gals that Give and State Grant in Aid. First Fridays were recently brought back to life with much success by D3. Joan asked that we considering collaborating with D3 to hold them year-round and put in a joint grant application with Restoring Central Dover. Joan and Tonda worked with Jenny Mabus to write the grant for First Fridays. Tina and Tonda also submitted a separate grant application for Dinner and a Movie to hold outdoor movies in Loockerman Plaza. Lucy stated we would also look at First Friday's Give Back which went away when Gals that Give took off. Anita stated that naming a local charity would draw people with a passion for them to spend their money downtown.

Property Update – 680 Forest Street – Joan wrote a letter to City to have the utilities shut off which lead to the discovery that DDP had been paying utility bill especially water that belonged to the Interfaith Mission (which is now all straightened out) and asbestos testing was completed for $485. 120 Governors Ave which is the AutoPlus+ and KCCA property is having on-going issues with the chain link fence being crushed and cut through for people who are cutting through the property. EZPass had an HVAC problem so Joan needed to go back to the original contractor to find out if it would be under warranty which is was not so repairs will be covered by DDP. Today is the last day of the season for the

Capital City Farmer's Market which has been a remarkable success again with all the demanding work from Tina and Brynn who is our Temp Help that works with Tina on special events. DDP is parting again with the Dover PD on the Safe Trick or Treating event starting with a Children's Costume Parade starting in Loockerman Plaza and down to Legislative Mall with entertainment, food truck, etc. Home for the Holidays Parade is Dec 2nd and for the first time we will hold it in the evening at 6:30 PM starting at Legislative Mall and heading west down Loockerman Street. Copies of the registration form was included in Board package. Thank you to Ami Leaming and Katie Christiansen for stepping up to oversee the Parade Committee along with the staff and other volunteers. Due to the holidays, the Board will not meet again until Dec 6th.

Tina gave an update on the progress for our new website with more work to be done to the hyperlinks and other quirks that need to be addressed. We are having good success with Facebook as our primary form of communication. We are targeting the launch to happen in January after the holidays. Anita agreed we don't want to launch it with problems.

Mayor's Comments – Thanked everyone for their continuing efforts to improve downtown. Mayor invited everyone to attend the upcoming Dover High Homecoming Parade, the Veteran's Day Parade and dedication of the WWI Monument at Legislative Hall. Mayor said that he is working with Chief Mailey to address the high number of retirees/age outs on the horizon for the Dover Police Department. Mayor introduced City Council President, Tim Slavin to discuss his efforts in leading the charge to re-open the Schwartz Center. Tim talked about the initial revitalization meeting and the upcoming Charrette exercise on Nov 14th at 9:30 to bring various Citizens to look at governance, finance, talent to operations, etc. in day long conversations of high level issues. At approximately 2:30 – 3:00 they will regroup to go over what each group has concluded. If you are interested and haven't been invited yet, please let Tim or the Mayor know. Mayor would like to recognize Councilman Fred Neil who thanked all the strong leadership we have in Dover from Anita as the Board President to Wendie Vestfall at Tourism and Dave Hugg who came from Smyrna to help us lead the Planning Office. He is a big believer in connecting the dots between all the various entities which will in the end support each other. Fred highly recommend that everyone check out the Tourism website which is phenomenal.

Legislative Update – Sen Bushweller was not present.

Planning Department – Dave Hugg continues to have on-going step by step review of City Ordinances. It has been a longer process than he expected. There are lots of activities going on in the Planning Office in both downtown and out on the highway. City of Dover is also looking at revamping their website. We aren't telling our story very well. They are hosting a workshop for Council on public relations on Nov 6th. Dave complimented Joan on starting up an effort to start a new business directory which will help anyone through the various steps of required licenses, approvals and various financial incentives available from DDP, City and State. We just had a meeting with a couple from Wilmington and realized first hand that we have to start them off with the simple things and guide them through the process. Dave mentioned the grant application that was submitted to Restoring Central Dover for "Unlock the Block" as the first of its kind Pilot Program which was developed with Diane Laird as an outreach program to reduce vacancy and encourage entrepreneurs to start businesses in downtown Dover. Dave wanted to thank Habitat and NCALL for their great work in our neighborhoods.

Parking & Safety – N/A

Economic Vitality – Mitch stated there was nothing to report for this month.

Design Committee – Kristin wasn't available but asked Joan to pass along that they are working on revamping the façade grant application and will help with the Merchant Holiday Window Decorating Contest.

Marketing & Promotion – Tonda said that M&P is working on Small Business Saturday which is a national program and very successful in Dover. Tina said we have received the various promotional items that will be given out to many of the Merchants. They are working with Maureen on their workplan and working hard to promote the many holiday events that are coming up throughout the City. Everyone is excited to be working with the Staff and D3 on the revamped First Fridays and feel they will be extremely successful on a monthly basis. Tonda asked that when you shop downtown to be sure and introduce yourself to the Merchants as being a Board Member and thank them for being downtown.

Merchants Committee – Tom said most of their last meeting was spent on workplan progress with Maureen. They are working to diversify the exposure of our great Military Discount Program. Tom mentioned that 33 West and the Grey Fox are now holding Sunday Brunch. We are excited for the opening of a new boutique retail shop called MY ROOTS.

Wesley College – N/A

Bayhealth – N/A

Tourism – Wendie said they are very excited that their new truck is making its way to Dover which has been over a year in the making. She invited everyone to the AMC Museum for the ribbon cutting and unveiling of the new Mobile Visitors Center. It will be widely utilized at many events, functions and to educate the public throughout Kent County. The Tourism Lunch is next Thursday at 11:00 in Dover Downs with their Guest Speaker talking about the importance of Tourism plays in Economic Development. Tourism Champion of the Year will be award to Councilman Fred Neil. Their Partner of the Year is Chesapeake Utilities and wanted to mention that the Mobile Unit runs on natural gas. There is a Travel writer coming to town to cover several events. Wendie thanked the DDP for their Sponsorship of the Tourism Luncheon.

Public Comments – None

Anita reminded everyone to please stay for the presentation from the Mayor of Wilmington.

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

President Evans adjourned the meeting.