

Elkton Alliance, Inc.
Board of Directors Meeting
Tuesday, January 08, 2019
Minutes

Present: President, Larry W. Crouse, Jr.

Robert Alt, Mayor	Donald S. Hicks
Rob S. Massimiano	Marjorie Blystone
Roger L. Owens	John Palmer, Jr.
Chris Ann Szep	John P. Downs
Dr. Richard C. Szumel, MD	Sandra Edwards
Raymond J. Walters	Cindy E. Fetterolf
Wendy Burkley Barry	

Excused: Brad Carrillo, Jr.,

Also: Mary Jo Jablonski, Executive Director
Jessica Price, Administrative Assistant

The monthly meeting of the Elkton Alliance, Inc. Board of Directors was held Tuesday, January 08, 2019 at the Elkton Alliance Office, 101 East Main Street, Elkton, Maryland. President Larry W. Crouse, Jr. called the meeting to order at 8:00 a.m. The minutes of the December 04, 2018 meeting were received and reviewed by everyone prior to the meeting. A motion to accept the December 2018 minutes was made by Mr. Massimiano and seconded by Mr. Walters and all were in approval.

Treasurer's Report: Ms. Jessica Price in Mr. Carrillo's absence

Ms. Price presented the Treasurer's Report for December 2018. There was no discussion concerning the report. A motion to accept the December Treasurer's Report was made by Mr. Palmer with a second by Mr. Walters with all in approval.

Organization: Mr. Roger L. Owens

Membership: There were 2 new members in December. Total Membership for 2018 was 120 with 91 Returning Members and 29 New Members for the year. For 2019 so far, we have 38 paid members which include 33 Returning Members and 5 New Members.

Volunteer Hours: Volunteer hours for December totaled 209.5 hours.

Economic Vitality: No report in Mr. Carrillo's absence.

Design/Arts & Entertainment: Ms. Margie Blystone

- Concept pictures have been completed for the painting of the stairway risers leading from the Municipal Parking Lot to Elkton's Main Street. Ms. Blystone has been working with the Cecil County Arts Council and Cecil College art students to get some grant monies for the project and to recruit some artists to help with the project. Hopefully with all the participants it will be a 1-day project.
- Ms. Blystone will be meeting with Ann Marie from the Cecil County Arts Council this week to brainstorm and to do some strategic planning for the upcoming year. They will also be discussing a plan to create a new, updated mural for the wall on Bow Street near Main Street Pizza. Mr. Massimiano suggested the possibility of a project to move the Gateway located at the bottom of the stairs in the Municipal Parking Lot be moved to the top of the stairs on Main Street and

possibly painted. A suggestion was made to possibly keep the current gateway and add another gateway at the top of the stairs leading onto Main Street. Mayor Alt indicated that he has been considering another archway, either at the Bow and Main intersection or near the Bridge and Main Street intersection with some form of lighting. It will have to be discussed with Maryland State Highway and that we could possibly use pillars vs. a gateway.

Office Report: Ms. Mary Jo Jablonski

Downtown Business Report:

- Ms. Jablonski will be attending the annual Main Street Conference.
- Business Update:
 - A new inquiry has been received concerning available space and Ms. Jablonski will be showing 2 spaces later today.
 - Cash for Christmas was a huge success, tripling last year's total with receipts turned in totaling \$331,561.01. Last year we received 609 entries and in 2018 we received 1,433 entries. The first year of this program was in 2012 and we had 8 entries for a total of \$15,614.07 in receipts.
- Ms. Jablonski met with Mr. Bill DeFreitas, who is working with Cecil TV on their advertising. They are running an advertising special for \$275.00/month. They are just getting started with this and it will run on Armstrong and Comcast.
- Citizen of the Year Committee (past recipients of the award) will be meeting with Mr. Hicks facilitating (or Mr. Owens in his absence) soon to choose the next awardee which will be honored on March 21, 2019.
- Grand Opening coming up include:
 - Nationwide Mortgage Bankers on Friday January 18th
 - Cecil Print on January 25th
 - Wave Herbal Life Tea Bar – to be announced
 - You Bet Your Axe – to be announced

Chairman's Report: Larry W. Crouse, Jr.

- Mr. Crouse reminded the Board that we need to take a good look at our Bylaws and bring them up to date. He asked Attorney John Downs to head this up and Mr. Downs agreed to chair this endeavor. Volunteers will be needed to assist.
- Mr. Crouse started a discussion concerning the Peddler's License for the Alliance Board to make recommendations to the Mayor and Commissioners as per their request. The restaurants are concerned and brought it to the Mayor and Commissioners attention that they pay a lot more to establish their businesses and then the peddler's coming come along and take their business. Mr. Crouse stated that Havre de Grace and Bel Air both have ordinances with regulations for these Peddlers. The regulations do not apply to special events, but they do restrict the areas/streets that these vendors can be located in. A discussion ensued and some thoughts included:
 - Ms. Blystone indicated that the Peddlers provide a cheaper meal alternative and that we can keep those on a short lunch period in town and may provide some time for those in town to shop in town.
 - Mr. Massimiano suggested that we encourage the restaurants to provide a meal special like an "Express Lunch or a Juror's Special"
 - Mayor Alt stated that the peddler's can only be located on private property, they can't just set up anywhere or anytime. Mayor Alt stated that we currently have 2 Hot Dog Stands, one on the property of Union Hospital and the other in front of the Courthouse.
 - Mr. Walters suggested the possibility of limiting the number of licenses.
 - Mr. Crouse will send out some additional information and we should plan to vote on our recommendation at the February meeting.

- Mr. Crouse turned the floor over to Mr. Owens to discuss the St. Patrick's Day Celebration in town. It was suggested that we ask the Mayor and Commissioner's for the Open Container for a Day permission that was in place last year for the holiday to be prepared for the event. All agreed that we should move forward with the required permission. It was also discussed that we should encourage the merchants to advertise for this event.
- Mr. Crouse asked Ms. Edwards if she had any economic development updates to share from the county side with the town and she indicated that the main development was the announcement of The Great Wolf Lodge coming to Perryville. She stated there is a lot of work being done and that some projects would be forthcoming. Terumo has an expansion in the works and Tortilla Works will be moving into some space at 801 Elkton Boulevard.

Mayor Alt's Report:

- Mayor Alt stated that the December was a great month here in Elkton. All the events that occurred went well. Immaculate Conception Alumni used the Alliance facility to raise \$21,000 toward their Angel Tree fundraiser. He indicated that we should be using this building for more events to get people downtown. It brought many new faces into town. The new Santa Con went well also.
- He also added some additional St. Patrick's Day information after a discussion with Denis Minihane of a possibility of having the first ever Lepira Con on the 16th of March to begin the festivities. He has been in contact with Guinness to support the festivities and they have indicated that they will provide a "Pot of Gold" trophy to the Best Dressed Leprechaun.

New Business:

- Mr. Massimiano updated the board concerning the First Roast to be held in the Town Hall on February 23, 2019. This will include a buffet dinner followed by a Roast of Mayor Alt. The possible roasters include Mr. Larry Bathon, Mr. Brad Carrillo, Mr. David Wiseman, Mr. Joe Zurillo, Mr. Mark Manisso and Mr. Bob Meffley.
- Ms. Chris Ann Szep has asked that Mr. Jonathan (Jon) Esser, Cecil College Dean of Arts replace her on the board due to some additional job duties and time constraints she has at Cecil College. She also feels he will be a much better match to Elkton Arts and Entertainment District since this is his field of expertise and position at the College. All agreed.

A motion was made to adjourn the meeting at 8:55 a.m. by Mr. Palmer and seconded by Mr. Walters with all in approval.

The next meeting will take place on Tuesday, February 05, 2019 at 8:00 a.m.

Respectively submitted:

Cindy Fetterolf, Secretary