

Elkton Alliance, Inc.
Board of Directors Meeting
Tuesday, October 02, 2018
Minutes

Present: President, Larry W. Crouse, Jr.

Rob S. Massimiano	Marjorie Blystone
Roger L. Owens	Brad Carrillo, Jr.
Chris Ann Szep	Cindy E. Fetterolf
Dr. Richard C. Szumel, MD	Donald S. Hicks
Kathleen Kunda	

Excused: Robert Alt, Mayor; Linda Burris; John Palmer, Jr.;
Sharon Pelham; Raymond J. Walters;

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

The monthly meeting of the Elkton Alliance, Inc. Board of Directors was held Tuesday, October 02, 2018 at the Elkton Alliance Office, 101 East Main Street, Elkton, Maryland. President Larry W. Crouse, Jr. called the meeting to order at 8:02 a.m. The minutes of the September 04, 2018 meeting were received and reviewed by everyone prior to the meeting. Ms. Blystone noted a change concerning the Beatles Mania event to be held at Cecil College Elkton Station was being held this Friday and Saturday October 5 & 6, 2018. A motion to accept the September 2018 minutes with the correction was made by Ms. Kunda and seconded by Dr. Szumel and all were in approval.

Treasurer's Report: Mr. Brad Carrillo, Jr.

Mr. Carrillo presented the Treasurer's Report. There were no questions concerning the report as presented. A motion to accept the September Treasurer's Report was made by Ms. Kunda with a second by Mr. Owens with all voting in approval.

Organization: Mr. Roger L. Owens

Membership: There was 1 new member this month, R.T. Foard Funeral Home. Total Membership is 119 with 88 Returning Members and 31 New Members for the year. Total dues collected for the year are \$13,622.50.

Volunteer Hours: Volunteer hours for September totaled 264 hours.

Economic Vitality: Mr. Brad Carrillo and Ms. Kathy Kunda are both on vacation.

- Thursday October 4, 2018 at 12:00 p.m. will be the unveiling for the Town of Elkton for the branding with North Star.
- Don from North Star will be leading the presentation and the Town will receive 6 deliverables.
- The County presentation will be held at 2:00 p.m. that same day.

Design/Arts & Entertainment: Ms. Margie Blystone

- Ms. Blystone reminded everyone of the upcoming First Friday event on October 05, 2018 which includes the Empty Bowls Fund Raiser at Art Space on Main from 4:30 until 8 p.m. Everyone is encouraged to attend as this is a large fundraiser for the Wayfarer's House.
- Ms. Blystone has been working on the annual report for the Arts and Entertainment District and so far, the numbers are the same or better.
- Ms. Blystone will be working on the website with the new branding information coming out this week. She is applying for a new technical grant since the previous grant ran out while waiting for the Branding Study to be completed.
- We need one more judge for the Halloween Parade, a Tinman, in keeping with the Wizard of Oz theme. Mr. Owens will check with Judge Davis to see if he is available. The parade will be held on Friday October 26, 2018. (After the meeting Dr. Szumel volunteered to be the judge if Ms. Blystone would provide the costume. Ms. Szep will check with the college for a costume.)

Office Report: Ms. Mary Jo Jablonski

Downtown Business Report:

- The Fall Fest was an excellent event. Singery Fire Company ran out of food even though they brought more than they had in previous years. It was a successful event.
- We have received the 2019 Façade Grant monies.
- Grand Openings have been scheduled for Friday October 12, 2018 for Millstone Jeweler's (they love Elkton) and Saturday October 13, 2018 will be the Grand Opening for the Elk River Brewery which will take place at noon with a progressive opening with 4 brews on tap to open the day and a new brew will be tapped every hour thereafter. There will be light guitar music and possibly Peter Franchot or delegate representation on hand for the opening.
- The Ivy Salon in the former Renaissance Restaurant building is very, very close to opening. They have rented the upstairs space to a boutique.
- We will be advertising in the Edible Delmarva Magazine Sip & Savor. The full-page ad is \$2,000.00 and we will be sharing the cost with the Cecil County Economic Development Office.
- Ms. Jablonski reported the Hotel Tax has been steadily increasing. It is \$236,000 so far this year with a projection of \$380,000 for the 2018-19 Budget. Other towns have been using these monies to advertise and promote Economic Development opportunities.
- November 01, 2018 is the date that the registration opens for the National Main Street Conference which is being held in Seattle, Washington this year. The cost for the conference registration this year is \$125.00 for elected officials.

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

- Mr. Crouse stated that the Chamber Meet and Greet will again be held in the Alliance office on Thursday November 01, 2018 from 4:00 p.m. – 7:00 p.m. Please attend and bring a potential new member or members with you.
- The Small Business Person of the Year is coming up in November and we need to vote today on a recipient. We have had several nominations including Kidde Academy, Jerry Moran and McCool Insurance. Mr. Crouse reminded the group that the recipient needed to be in business and a member of the Alliance for at least 5 years. Several others were

nominated but had not been in business long enough or a member of The Alliance or a small business (officially less than 500 employees). A discussion ensued. Mr. Hicks brought up having the Small Business of the year and the Citizen of the Year alternating every other year. No decision was made on this. Mr. Crouse called for a silent vote to elect a recipient after which Kidde Academy came out as the clear winner. Mr. Crouse, Mr. Owens and Ms. Jablonski will visit Wendy Burkley Barry, Owner of Kidde Academy at lunch time today to notify her of the nomination.

Mayor Alt's Report:

- No report as Mayor Alt was not available for the meeting.

New Business:

- Mr. Kunda brought up the negativity in the town caused by people loitering on the porches and alcoves on Main Street near the Main Street Pizza and Steak Shop and Art Space on Main. Ms. Jablonski and Mr. Crouse stated they can be there.
- Mr. Massimiano stated he would like to get a card rack installed in his business to share information with his clients.

A motion was made to adjourn the meeting at 8:50 a.m. by Mr. Hicks and seconded by Ms. Kunda with all in approval.

The next meeting will take place on Tuesday, November 06, 2018 at 8:00 a.m.

Respectively submitted:

Cindy Fetterolf, Secretary