

Elkton Alliance, Inc.
Board of Directors Meeting
Tuesday, November 14, 2018
Minutes

Present: President, Larry W. Crouse, Jr.

Robert Alt, Mayor	Rob S. Massimiano
Marjorie Blystone	Roger L. Owens
Linda Burris	John Palmer, Jr
Brad Carrillo, Jr.	Cindy E. Fetterolf
Raymond J. Walters	Kathleen Kunda

Excused: Sharon Pelham; Chris Ann Szep; Dr. Richard C. Szumel, MD; Donald S. Hicks

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

The monthly meeting of the Elkton Alliance, Inc. Board of Directors was held Tuesday, November 14, 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 October 02, 2018 meeting were received and reviewed by everyone prior to the meeting. A motion to accept the October 2018 minutes was made by Ms. Kunda and seconded by Ms. Burris 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 October Treasurer's Report was made by Ms. Burris with a second by Mr. Walters with all voting in approval.

Organization: Mr. Roger L. Owens

Membership: There were no new members this month. 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 October totaled 178 hours.

Mr. Owens thanked everyone who had volunteered their time for another successful Halloween Parade. Elkton Middle School cooked the hot dogs and volunteers wrapped the dogs. Ms. Blystone added that there were some issues with the candy throwing and a small child was out in the street that Mr. Hicks physically removed prior to them being hit by a vehicle. Mr. Owens stated that he had a committee that would meet to discuss items for next year possibly sometime in January. The parade route change worked out very well.

Economic Vitality: Mr. Brad Carrillo

The reveal by North Star is done and there have been mixed reviews. We are moving in the right direction. There have been questions on the logo. The report has been received and is approximately 100 pages. Brad would like to review with the full committee the week after Thanksgiving. There were several people at the reveal that want to get involved so he may expand the committee. We need a plan to move forward, get everyone on board and make a big bold shift in the first quarter of 2019. He would like all the Elkton Alliance Board members to receive a copy of the report for review also. Ms. Burriss offered the services of Delmarva to assist in the printing. Mr. Carrillo is working on a brewery/wine tour.

Design/Arts & Entertainment: Ms. Margie Blystone

- Ms. Blystone stated she, with the help of others, has placed Rack Cards all over the county to promote business to travelers. She will be working on these to incorporate the new marketing data when it is available.
- Friday the Cecil College 12 X 12 Show opens. If you are interested in participating in this program, contact Cecil College.
- Ms. Blystone reported that the Cecil County Arts Council Gala was a success and was almost a sell-out, so they will continue to keep the program on the First Friday in November.
- For Second Friday an Open Photography Exhibit will be held along with the Cecil County Historical Society.
- December 1st First Friday will be the Historical Society's Fundraiser and Silent Auction.
- Ms. Blystone is proposing some artwork for the stairway coming up from the municipal parking lot and all agreed this would be a great idea.

Office Report: Ms. Mary Jo Jablonski

Downtown Business Report:

- The Fall Fest's Financial Report was presented showing a \$8,270.75 net profit.
 - The National Main Street Conference which is being held in Seattle, Washington this year will be from March 24-27, 2019. The cost for the conference registration this year is \$405.00 for members and \$125.00 for elected officials, Ms. Jablonski has registered for the event. Hotel accommodations at the Hyatt Regency will be \$189.00/night. Additional information is available at mainstreet.org.
- Business Update:
- The Ivy Salon in the former Renaissance Restaurant building and the Teal Antler Boutique should be open soon.
 - Whiskey Rose Design is now closed after a partner disagreement. The partner has taken over the building as the Cecil County Print Company.
 - The Wave Tea Bar has been opened by Mr. Gary Dotson on West Main Street in the former Garvice Sligh building (they were formerly Middletown Nutrition).
 - The Brady Building (the old Stanley's Newsstand) is being shown to a prospective buyer this week.
 - The Corner Store is back on the market for rent. The space has been improved by a kitchen & hood system. Permission has been given by the owner to have the windows decorated for the holiday season.

- Cash for Christmas has already taken off. Ms. Price stated she has already received 177 entries for a total spent of \$7,265.75. Last year we had 619 entries with total spent of \$116,000.00.
- SantaCon will be taking place on December 21, 2019. The Alliance will be assisting in the promotion of the event, but it will not be our event. The promoters have indicated that they would like to join our Promotions Committee.

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

- Mr. Crouse stated that the Meet and Greet was our largest to date. Brochures were circulated to encourage new businesses to join the Alliance.
- The Small Business Person of the Year is scheduled for tomorrow and there are 89 attendees to honor Ms. Wendy Burkley Barry and her business The Kiddie Academy.
- Next month will be our annual meeting to re-elect board members or elect replacements for any board members that are at the end of their term. Mr. Crouse will initiate a search committee for any required replacements.
- In January Mr. Crouse would like to discuss the issues with the Vendor/Peddler License permitting. The Mayor and Commissioners have requested the input/recommendation of the Alliance Board. He would like the Board members to consider this task prior to the January Board meeting when we will present it for discussion.
- Mr. Crouse stated that we need to update the by-laws and would like a review panel or committee to discuss this in December. We need to be clear and accountable. Mayor Alt stated that this was absolutely the right way to go. One change he sees is that the Mayor could be a member of the Alliance Board at the request of the Board but not necessarily a voting Board member. Ms. Burris suggested that we review the by-laws on an annual basis. It was also suggested that possibly the full Board meet every other month with the Executive Board meeting on the alternate months. The by-laws are currently not public, there was a question as to whether they should be public or just available to the members. It was also suggested that they should be reviewed by an attorney before enacting or changing. There are merchants who are not currently members of the Alliance that are questioning the by-laws. This will make the December meeting a little longer, so it was suggested that we could possibly have food with this meeting.

Mayor Alt's Report:

- Mayor Alt spoke to the Board concerning the purchase of the Armory Building that will come up in September of 2019 for purchase. The state and county government have both declined the purchase, so it will default to the Town of Elkton and after the Town possibly to a non-profit group. He would like to keep it under the control of the Town. One possibility for it's use could be a Firefighter's Hall of Fame which would draw visitors to Elkton.

New Business:

- Mr. Burris wanted the Board to know that the Parris Foundation was collecting Shoes and Socks for those less fortunate.
- Mr. Owens stated that he is once again participating in the Coats for Kids Campaign and they have already collected over 200 coats this year.

- Ms. Fetterolf brought to the attention of the Board that Union Hospital Employees are being encouraged to shop Small Business for their White Elephant Christmas program. They are encouraged to get a business card with their purchase, so the recipient will know where the gift was purchased.
- Mr. Massimiano also asked about the possibility of an Annual Roast Fundraiser that he would like to organize. The Roastee chooses a panel, and a buffet dinner is served prior to the Roasting. Mr. Massimiano offered to organize the event to be held near the end of the winter months and that we move forward with a date and location (possibly the town hall).

A motion was made to adjourn the meeting at 9:10 a.m. by Mr. Walters and seconded by Ms. Blystone with all in approval.

The next meeting will take place on Tuesday, December 04, 2018 at 8:00 a.m.

Respectively submitted:

Cindy Fetterolf, Secretary

