

Minutes

Brunswick Main Street Board Meeting

May 1, 2019 at Brunswick City Hall

Present: Julie Martorana (chair), Lee Zumbach, Wayne Allgaier, Samantha Francis, Abbie Ricketts, Alyssa Theodore, Sophie Smith (M.S. Manager), Nathan Brown (City Council liaison);
Visitors: James Constantine and Kevin Berrier (from Frederick News Post Media Marketing), John Andrew.

Digital Marketing. James and Kevin gave a 40' presentation on a digital marketing plan for Brunswick Main Street. Described two options: (1) Programmatic Marketing, and (2) Social Media. PowerPoint handout distributed. Cost could be paid from tourism funds. Further information on optimizemainstreet.com. Board will need to discuss further.

Open Forum. Lee asked about the status of review of our bylaws. This is on hold pending the hiring of a consultant (as early as July) who will re-do our bylaws. Her work will be financed by the MIP grant which we hope to have approved soon. Julie will distribute current bylaws with her weekly letter next Monday for every to review.

Minutes of April 3 Board meeting approved (with the correction of the spelling of David Blackmon's name). (Motion by Alyssa, seconded by Wayne)

Julie reminded us that Brunswick Main Street celebrates its 15th anniversary this month! We need to celebrate this as a part of our annual meeting.

Mediation report (Sarah Miller Espinosa). Discussion of her recommendations:

1. Clarification of responsibilities: Continue working on this with help of consultant.
2. Committee co-chairs: Current bylaws mandate that chair be a board member. As a co-chair, a volunteer could be groomed for further leadership, including possible board membership. Will look for recommendations from consultant.
3. Limit board members to being members of only one committee? (Rationale: Get more volunteers on committees.) Reality: Limited number of volunteers. Sophie's challenge to us: Build each committee to 5 active members in the coming year.
4. Platform for communication among board members (between monthly meetings). Email is not sufficient. Julie is looking into a specific platform and will forward information to us including the cost.
5. Guidelines for healthy and effective communication. Julie will draft "ground rules" and bring to June meeting.
6. Julie's weekly emails: All board members find these beneficial and encourage her to continue them.
7. Conflict resolution training of board members. Can discuss at board retreat once we have a consultant to guide the discussion.

8. Designation of one board member to resolve conflicts. Not felt to be needed in our organization. When conflicts arise, the chair can mediate.

Update on Dave Blackmon's project

- Sophie will be meeting tomorrow with representatives from the EDC and the City to discuss grants, which will include efforts to find grants to help Dave finance his required fire suppression system.

Railroad Square project

- Recent forum (sponsored by Main Street and GBACC) critique:
 - Too much time given to the topic of affordable housing.
 - Moderator could have played a stronger role
 - Rather than being an informational forum, it became a forum where people expressed their own opinions.
- Should Main Street issue a position statement on the project?
 - Need to consider the results of making a position statement.
 - A policy statement could be issued indicating how this project *supports or does not support* our mission.
 - This would allow us to let the public know of our mission.
 - Motion by Alyssa, seconded by Lee: Alyssa will draft a policy statement on the Railroad Square project based on how the project aligns with our mission.
 - Statement must be approved by the board on the same day it is issued publicly.
 - Statement can be amended later.

Need for two meetings per month discussed. Consensus: Do this for a while until things settle down.

Design Committee (Wayne)

- Planters: Looking for a way to water flowers.
- Pocket Park: Mostly complete. Karin will complete.
- Will be meeting with mayor and city administrator to discuss improvement of city-owned properties, primarily Square Corner Park and RR Viewing Platform.
- We have talked with business owners about having their windows cleaned by a professional at a significantly reduced group rate. Many have agreed.
- Plans are being made for putting displays in empty store windows.
- Triangular sign in Square Corner Park to be improved.
- Community Legacy Grant (approved, but not executed yet)
 - Considering giving preference to projects which bring buildings up to code (and therefore suitable for occupancy) vs. façade improvements.
 - Considering giving preference to applicants who are willing to provide a larger percentage match.

- Abbie will forward previous year's application with a rubric for rating applicants to Wayne for review.
- Design Committee meetings will be changed from the *first* Tuesday of the month to the *third* Tuesday.

Economic Restructuring Committee (Abbie)

- Property Tour. Very well organized. Next one will be held on a *weekday*, to attract more investors and lenders.
- "Next Level" Seminars. 11 people attended the last one, including a couple from the Property Tour. Next topic: Advertising with story training/imagery.
- PopUp Shops. Discussing a Business Development PopUp Shop, starting with the Wine and Chocolate Walk.
- Work Plans: Committee members are voting on priorities:
 - Business Roundtables
 - Next Level Seminars. Discussion: Record and put on website? Make available to members.
 - PopUp Program
 - Opportunity Zone – promotion and education
 - County Regulations – understanding and education
 - Feasibility Study on Jennette Cincotta's building
 - Conductor Program
 - Creation of revolving loan program
 - Review of Tom Fidler report and create programs around his recommendations.
 - Property inventory – a work in progress.

Promotions (Alyssa)

- Media kits for businesses.
 - Phase one (already approved): (1) Creation of photo library (John Canan is doing this) for Main Street to use and make available to businesses. (2) Creation of 1-2 page media kit for each business for the use of journalists. Will be available on their website and on the Main Street website.
 - Phase two (future): Additional photos, video (John Canan will be doing this), "Faces of Brunswick." To access these images, businesses must agree to training (beyond "Next Level" seminars). Being a Google Partner, we can get assistance from them with this training.
 - Proposal is actually \$1,602 (rather than \$1,000, as originally thought). Can come out of tourism fund. Alyssa will forward a copy of what we are getting.
- Other projects listed on written report, but not discussed this evening (in the interest of time): Spring Clean/ Potomac Street Mile/ SCS Team Brunswick Sports Information Fair/ "Optimize Main Street" presentation on digital marketing (see beginning of these minutes).

Organization Committee (Julie will send formal report to the board on Monday).

- Nominal purchases needed: Foldable wagon for transporting things from the office (\$70)/ runner for table cloth with name of Main Street on it (\$32)/ name tags for board members/ additional business cards for Sophie.
- Financial reports for Feb and March distributed. Julie working with Janet in creating a budget report.
- Strategic Plan – still working on it. Need more feedback from some committees. Need to add metrics.
- Work Plan flow sheet – Sam is finalizing. Will submit for approval at next meeting. Once approved, Julie would like to create a subcommittee to work on implementing recommendations.
- Next meeting: Items for discussion:
 - Budget needs to be approved by July 1
 - Review of Sophie's benefit package (e.g., requesting days off to coincide with national holidays).

Meeting adjourned at 9:15 pm.

Respectfully submitted by Wayne Allgaier, Secretary