

ECONOMIC DEVELOPMENT COMMISSION (EDC)
TOWN OF MOUNT AIRY
Minutes of 08/26/2009 Meeting

Attendees:

Michael VanSant
Andrew Williamson - Chairman
Dalia Schulman
Wendi Peters - Council Liaison
Bill McCullough

Absent:

Gene Lichtman
Bruce Lee

Also attending were Tonya Lee, reporter for Mt. Airy Messenger, Kelly Ziad, Main Street Manager/Town Planner, and Jimmy Linton, Stuart Cantor, Town citizens.

1. The meeting was called to order by Andrew Williamson at 7:15 p.m. in Mt. Airy Town Hall. A concern discussed after calling the meeting to order centered on the appropriate time for starting the monthly meetings. After discussion it was agreed that future meetings of the EDC will start at 7:30 p.m. to allow all participants time to arrive.
2. After review of minutes for the 24 June 2009 EDC meeting, the minutes were approved as written.
3. Kelly Ziad briefed EDC members on a forthcoming Frederick County Economic Development Commission "Business Appreciation Week" scheduled for 21-25 September 2009. Kelly will be participating as a representative of Mount Airy in meeting with Frederick businesses and helping to assess them for recognition. Follow-on discussion focused on how the EDC and the town can recognize local businesses. One suggestion was to look at sponsoring of a business card exchange sponsored by the Economic Development Commission. Follow-up discussion on promoting recognition of businesses will be placed on the September EDC agenda with the planned event of sponsoring a card exchange sometime in February 2010 being part of the agenda.
4. Andrew Williamson advised the group that a presentation was made to the Town Council regarding our EDC Work Plan.
5. Advertising Opportunities for the town of Mount Airy was discussed by the EDC. Wendy Peters advised the EDC that last fiscal year the town made an investment of \$12,000 for advertisement for Mount Airy. This was done to help the recovery of the town from the fire downtown and to promote activities in the town. While decisions regarding the expenditure of the funds were made by Town officials the funds were allocated to the Economic Development Commission as part of the budget process. This year the EDC will take an active role in recommending expenditure of funds for

advertising for Mount Airy consistent with the implementation of the EDC work plan. An immediate question that has arisen is consideration of funding a full page ad in the Frederick Find It brochure for promotion of Mount Airy Fall activities. A similar effort was done last year. The EDC voted to approve up to \$500 for a full page Fall advertisement with Frederick Find It. An agenda item will be added to the September EDC meeting to discuss the EDC role related to advertising Mount Airy and how to use this approach to make Mount Airy attractive to others. It is planned that appropriate representatives will be requested to attend a future EDC meeting to discuss roles in Carroll and Frederick County related to advertising.

6. As part of our discussion on our implementing the EDC Work Plan the EDC was advised that an inventory of businesses in Mount Airy will be presented at the September meeting. It is planned that this inventory will help form the basis for working several of the objectives in the plan and help to identify the businesses in Mount Airy. The inventory will be broken out by town areas. The basis for the inventory is a downloading of the current business inventory on the Mount Airy Web site, matched against Mount Airy water bills to update and make current an inventory. Kelly Ziad and Wendy Peters will talk to the town about getting the water billing information.

7. Kelly Ziad passed out a draft map laying out tentative Mount Airy future annexation areas. This is currently under discussion by the Planning Commission in anticipation of incorporating into the updated Town of Mount Airy Master Plan. While the draft map is being reviewed by the EDC with the intention to discuss at our next meeting, an immediate concern registered was that the proposed annexation of property South of Interstate Route 70 might create diverting traffic South of Mount Airy, creating a decrease in traffic flow through the main part of Mount Airy. This will be discussed in detail next meeting.

8. The next meeting for the EDC will be held on 23 September 2009 (4th Wednesday). Meeting time for the September meeting will be 7:30 p.m. vice 7:00 p.m.

9. Mike Van Sant requested that a concept plan for redoing traffic in downtown Mount Airy by the State be presented at the next meeting of the EDC. Kelly Ziad agreed that the presentation would be made.

10. The meeting adjourned at 8:55 p.m.

Minutes reviewed and approved with recommended corrections on 23 September 2009