

ECONOMIC DEVELOPMENT COMMISSION (EDC)
TOWN OF MOUNT AIRY
Minutes of 09/23/2009 Meeting

Attendees:

Michael VanSant
Andrew Williamson - Chairman
Wendi Peters - Council Liaison
James Linton
Gene Lichtman
Bill McCullough

Absent:

Bruce Lee
Dalia Schulman

Also attending were Tonya Lee, reporter for Mt. Airy Messenger, Kelly Ziad, Main Street Manager/Town Planner and Peter Helt, Town Council member.

1. The meeting was called to order by Andrew Williamson at 7:30 p.m. in Mt. Airy Town Hall. Introduced as a new member to the Economic Development Commission was James Linton.
2. After review of minutes for the 26 August 2009 EDC meeting with recommendations for language changes in para 3 (“role in recommending” expenditures vice “part in helping to plan”... and adding “consistent with the implementation of the EDC work plan.”) and correction of grammar, the minutes were approved.
3. Peter Helt briefed the EDC on a State Highway Administration (SHA) plan for improving the sidewalk on the east side of downtown Main Street. This plan is being briefed to town organizations that have a role with various town functions. The intent of the plan is to facilitate traffic flow and reduce the possibility of accidents in the downtown area. The long-range effect will be to expand sidewalks for safety and eliminate some parking along Main Street and improve the entry and exit from Park and Center Streets.
4. Continuing discussion by the EDC focused on how the EDC and the town can recognize local businesses. One item discussed was the sponsoring of a business card exchange sometime in February 2010 as being a way for the EDC to become engaged. Because of recent funding reductions for the town this item has been put on hold at this time.
5. Advertising opportunities for the town of Mount Airy was discussed by the EDC. Kelly Ziad advised that a full-page advertisement has been placed in the Frederick Find It brochure for promotion of Mount Airy Fall activities. Discussion by the EDC centered on what will make sense in the next year for promoting Mount Airy. It was concluded

that development of a map (fold out large size with reference to activities or events and shopping) might be most appropriate. Kelly Ziad is to work on this for presentation at October meeting.

6. A proposed format for a Business inventory was presented to the EDC. Gene Lichman recommended that the type of business should be included as part of the inventory. Members of the EDC will take a look at the inventory format and provide recommendations and corrections. The following distribution for review was made during the meeting:

Mike V. – pages 1 & 2
Gene L. – pages 3 & 4
Jimmy L. – pages 5 & 6
Andrew W. – pages 7 & 8
Wendy P. – pages 9 & 10
Bill M. – pages 11 - 13

7. The EDC was informed that development of Master Plan update for Mount Airy was proceeding and there is no update at this time.

8. Kelly Ziad advised the EDC that the Town has received an unsolicited proposal for Signage entering and departing Mount Airy. She provided details regarding the proposal for information only. Commission members were asked to look at the options with an understanding that it could be discussed at the next meeting if deemed necessary.

9. The EDC work plan will be discussed at the next meeting.

10. The next meeting for the EDC will be held on 28 October 2009 (4th Wednesday). Meeting time for the October meeting will be 7:30 p.m.

11. The meeting adjourned at 9:35 p.m.

MINUTES APPROVED 28 OCTOBER 2009