

Mt. Airy, MD Economic Development Committee-January 27, 2021

Call to Order and Pledge of Allegiance-7:00pm

Roll Call

In Attendance:

Joshiah Timmerman

Mike Vasant

Jimmy Linton

Alice Settle-Raskin (MAMSA)

Donnamarie Needle

Melissa Thorn (Town of Mt. Airy)

Pamela Reed

Tony Burke (Mt Airy Messenger)

Ray Miller

John Breeding (Town of Mt Airy)

Darlene Davidson-Union

Approval of Minutes

John Breeding discussed Master Plan. To be finalized around 2023

Chick Filet still moving forward.

Town Council Update

(Pamela Reed) Harrison-Liesher annexation plan was approved and moving forward to Carroll County Planning Commission

Community Development Updates- Melissa Thorn

Discussed Town Youtube Channel

Loan program for local businesses.

Numerous downtown events coming up. Façade improvements \$4000 left and expires June 30th 2021. Iheart Mt Airy show once a month. Last Wednesday of the month at noon.

Partner Updates

(Alice Settle-Raskin) MAMSA Gateway sign by the Post Office was approved. Business directory was updated.

Inventory of vacant buildings to be updated. Possible virtual tour. Willy Wonka Chocolate crawl. Farmers market will resume from June through September 3-7 pm. There will be food trucks and other vendors.

(Ray Miller) Greater Mount Airy Chamber of Commerce

Carroll County Business Challenge id coming up.

Old Business

(Melissa Thorn) Budget

\$3400 left in EDC expenses

\$755 left in Downtown Revitalization expenses

Possible add a few items back into the budget. \$24,000 proposed for advertising. Keep money in business incentives. Increase Envision Mount Airy to \$3000. Increase business incentives to \$50,000. Reduce some accounts including consultants, grants and incentives. Increase downtown events and promotions. Add back in accounts that had a zero balance. Some accounts to be pushed to 2022.

Business Survey

(Pamela Reed) Changes were made to the survey and 400 copies to be printed. Going out to approx. 350 businesses. Some of them have out of state addresses. Hand-deliver to larger corporations and follow up with them to make sure we receive them.

Donnamarie Needle made a motion to approve the updated survey. Mike Vansant seconded the motion. Motion approves and carried forward.

Community Map Update

(Melissa Thorn) Halfway through project. Still waiting on a draft. Will be adding space on the outside to sell ads to businesses. Map will be 17 X 22

Welcome Wagon

(Ray Miller) Need to get bids on bags since we decided to not use presentation folders and will be adding the map to the bags.

Brand Ambassador Program

(Pamala Reed) Meet with EDC to represent their business and see how we can help them.

Envision Mount Airy Tour

(Donnamarie Needle) Tour will be sometime after June depending on Covid issues. We are still moving forward and have formed a committee to start working on the tour. We won an award for our 2019 Envision Mount Airy tour. Impact Award

We need to add the tour to the agenda. Check in about breakfast, lunches, and buses. Depending on the situation and expenses, we may have people drive themselves around during the tour.

First Friday/Second Saturday

(Donnamarie Needle) Looking for a partnership with MAMSA or any other civic group.

Old Business

Four County Program

(Donnamarie Needle) Donnamarie introduced the program for 2021. More info to follow.

Discussed promoting EDC in a better way so people and businesses are aware of us.

Donnamarie discussed allocating money to MAMSA events on behalf of Kelly Patrick.

Next meeting February 24th

Meeting adjourned at 9:03pm