

Mt. Airy, MD Economic Development Committee Minutes

February 24, 2021

In attendance:

Donnamarie Needle - Chair

Ray Miller -Secretary

Jimmy Linton

Dan McNeill

Josiah Timmerman

Darlene Davidson-Union

Pamela Reed- Council Liaison

Melissa Thorn- Economic Development and
Main Street Manager

John Breeding - Planning

Alice Settle-Raskin - MAMSA
Representative

Nicole Enos - Chamber Representative

Tony Burke – Reporter - The Messenger

Meeting was called to order by Donnamarie at 7:05pm

Public Comment: None

Reports:

Councilwoman Reed:

- Harrison-Leishear Annexation is currently off the table. Councilman Hushour presented a statement to CC Commissioners for reconsideration
- TC meets Monday, March 1
- Get ready for election season. Nominations for 2 Council Seats and Mayor in March; election in May

Melissa Thorn, Community Development:

- Façade Grant Money still available

- Approximately 10-13K left in Mount Airy Loan Program
- Mount Airy has been named one of 33 Main Streets as a “Keep America Beautiful Affiliate.”

Partners:

MAMSA-

- Governor Larry Hogan announced \$7 million in awards for 41 Main Street programs across the state of Maryland; Mount Airy will be a recipient of these Grant funds and the funding will support small businesses and other economic recovery. More than 5,000 businesses will be eligible for support from their local Main Street Program
- Up to 15% can be used for marketing/retention and attraction
- Many ideas being tossed around for how to utilize the 15%
- Gateway sign will be installed in the next week
- Membership Drive starting

MA Chamber of Commerce:

- Ideas to support member to member discount program
- Beginning a membership drive through the end of February and discount at \$75 for the year
- Entrepreneurial Education Series- Scheduled for October at M&T Bank- or outdoor location if needed
- Chamber is a sponsor of restaurant week
- Business Card Exchange- back up and running in April

Old Business:

Business Surveys:

- January 30th – Feb 2, 332 surveys have gone out either via email, or regular mail
- 59 responses so far
- Goal is to get a minimum of 17% to 26% return rate (currently at 17%)
- Melissa will send a reminder about the surveys
- Donnamarie will try to do some outreach to businesses that have not responded

Community Map:

- Community Map was presented and discussed
- Melissa asked for feedback regarding the big map by March 10th- separate email sent, but if you didn't see it, click on this link to see the maps.
<https://www.dropbox.com/s/rkcs7oz0tj9806/Maps.zip?dl=0>

Welcome Wagon

- Donnamarie began discussions with Ellie Bonde, who used to coordinate this program with the Chamber
- Melissa added there are approximately 40 new residents moving to town per month
- Will coordinate with Welcome Wagon committee to:
 - o Create a Unique Name for our Program
 - o Create a Business Directory
 - o Coordinate with Mayor Pat and include what is in the Town's packet
 - o Design a bag and get pricing (ask A Do or Dye where they get their bags)
 - o Create a letter to business and a designated drop off for "swag"
 - o List of volunteers to put bags together on a quarterly basis
 - o List of volunteers to meet and greet new residents with bag

Brand Ambassador Program-

- Waiting on survey results
- Brand Ambassadors can also be a point person to get businesses involved in Town projects like welcome wagon and community map, etc.

Envision Mount Airy Tour

- Gave update regarding committee meeting
 - Tentative date of July 22 with back up of Sept 16
 - Property Owners meeting- March 16
 - Looking into 360 tours – Suggestion of Dan Hozhabri with MAMSA- Dan has equipment to create tours
 - Will be coordinating with Kelly Patrick and Dan to look into pricing and coordinating with MAMSA
 - Committee meets again March 9th at 11:00
- NOTE: Comment was made to make the tour more inclusive of businesses already open and operating- while that is a great idea, there really isn't enough time and not the purpose of this TOUR. Our Historians do a really good job pointing out our history during the TOUR. Another type of Tour of the Town and it's businesses could be another idea that MAMSA or Chamber could spearhead

First Friday/Second Saturday

- Last Sunday was thrown out there as an idea to coordinate with Bank Brews
- Several business owners on Commission said they would be fine with one Sunday per month.

- MAMSA is looking to create a dedicated monthly event
- Donnamarie reaching out to Kelly Patrick to partner with MAMSA

Four County Prom

- Since the meeting, a South Carroll Prom has is being organized by parents
- Not sure if any parents are spearheading the same at Linganore HS
- Donnamarie will be meeting with Joanne Sapp to see if there is any further need for a Four County Prom, or if any help with creating a prom for LHS is needed

Review Residential Survey

- Suggestion made by Ray Miller to create an EDC FB page-
- Donnamarie meeting with Ray, Pamela and staff to begin that process

Revising Mission Statement:

- Not enough time- will put this as first order of old business for next month
- Included here is the goals from the 2013 Master Plan
- Idea is to create a mission/vision that is more in line with our MP goals and CC and FC

Next meeting is March 24th at 7:00pm

Meeting was adjourned at 9:00pm