

Town of North Beach
Minutes – June 21, 2017 Meeting
Economic Development Committee

Committee Members that were Present:

Gwen Schiada	Lisa Payne	Deborah Noyes
Carrie Hansen	Paulette Kettleman	Mary Mayhew
Sharon Hall	Norma Robertson	

The meeting began at 7:00 p.m. with Gwen opening the floor to election of new officers. Lisa had already called for committee members to submit their names for respective offices.

Co-Chairs: Lisa Payne and Deborah Noyes

Secretary: Mary Mayhew

Back-up Secretary: Norma Robertson

Liaison: Ann Nicholas

Gwen reviewed information sheets that were presented at our last meeting that was held on May 31, 2017:

- Definitions of Economic Development
- Mission Statement - North Beach Economic Development Committee
- Review of Existing EDC Related Report - BASU

Discussion:

- It was brought up that a stigma still exists in regards to the history of North Beach. This is still keeping people from coming to the town.
- There is a possibility that Ron Russo will incorporate an indoor market into his hotel.
- It is difficult to find where to purchase tickets for the Film Fest that is taking place this coming weekend. Deborah mentioned she was able to click through the email, provided by the town, but found it to be “not intuitive.” Some suggestions to remedy this were to place banners announcing the event at entrances to the town, and, place flags on posts lining main streets.
- EDC should partner with Rick Crump, Code Enforcement, and The Garden Club in an attempt to beautify our town and make it more inviting.
- Norma feels the towns of North Beach and Chesapeake Beach should work together in creating a joint marketing effort. Gwen suggested a “Weekend at the Beaches” slogan.
- We need shuttles to provide transport between Chesapeake Beach and North Beach.

- Getting home-owners to beautify their respective homes is important to the beautification of our town.
- Yard of the Month seems to be working; however, the town should provide a placard to be placed in the yard.

The two most important actions that should be taken to grow the economics of our town:

Norma: Beautification and Market to change Town's image

Deborah mentioned that she is 80% sure the Garden Club's house tour ties in with both beautification and marketing. She supports a plaque, if the Town Council can budget it in.

Sharon: Planning and Marketing

Using a drone, video from Herrington Harbor to Chesapeake Beach, showing all we have to offer in the whole area.

Any ads in media for the upcoming film fest are vague – using email only. The LLC group providing the event is responsible for marketing. A suggestion was made that the town coordinate efforts with the group to provide banners, flags, and other marketing materials to make the event more noticeable. It was suggested that tickets for the event be sold at the town's Welcome Center.

Mary: Shuttle service and Beautification

Shuttle service should include Chesapeake Beach, North Beach, and Herrington Harbor. No other towns or cities should be included. Providing shuttle service will benefit all three towns by providing a variety of services and attractions to all people residing and visiting there.

Things that destroy the beauty of our town include trash/recycle cans not being taken in after pick-up, chain-link fences, people who don't pick up after their dogs (cigarettes weren't mentioned, but should be included in this category). Gwen mentioned we should get in touch with Code Enforcement in an effort to correct the trash cans and dog droppings.

Paulette: Shuttle from Chesapeake Beach to Herrington Harbor and

We should approach Herrington Harbor regarding memberships to their pool and beach area. A shuttle would provide access to people of Harrington Harbor, North Beach, and Chesapeake Beach. Partnering with Harrington Harbor could encourage yacht owners to anchor off North Beach and dingy to our pier.

Carrie: Advertising and Change Town's Image

Join all 3 beach areas together.

Lisa: Marketing Events and Town Partnership and Image

What do we need to do to encourage businesses to come to our town?

The four topic we need to work on are . . .

- Beautification of our town (Image)
- Marketing
- Partner with Chesapeake Beach and Herrington Harbor
- Business Development

At our next meeting, we will confirm the four topics above, and create sub-topics for each.

Our next meeting is scheduled for Wednesday, July 19, 2017, 7:00 p.m., Town Hall.

Mary Mayhew, Secretary EDC
June 21, 2017

