

## NORTH BEACH ECONOMIC DEVELOPMENT COMMITTEE MINUTES

June 27, 2018 7 PM  
North Beach Town Hall

Meeting was called to order by Deborah Noyes at 7:05 PM

In attendance: Lisa Payne, Deborah Noyes, Debbie Benefield, Norma Robertson, Carrie Hansen, Mary Mayhew, and Council Liaison Gwen Schiada

The EDC thanked Mr. Ken Hennings (USDA) and Ms. Veronica Owens (Grants Development Specialist for North Beach) for attending our meeting to share their valuable insight regarding grants.

### OLD BUSINESS:

May meeting minutes were approved.

#### Truck Pilot Update:

There was a brief discussion about the Planning & Zoning Commission's meeting on 6/20 regarding the food truck pilots/trials. Gwen, Mary and Norma from the EDC attended the meeting. Stacy, Town Clerk, reported that so far, only one food truck has expressed interest for the July 7; that same vendor expressed interest in the July 21 pilot. -There's a possibility that one or both might be cancelled. It was discussed that food truck vendors do not appear interested in small towns where a minimum in revenue can't be guaranteed.

### NEW BUSINESS:

#### Business Loop:

Sharon Hall resigned from the EDC; however, she remains the Business Loop contact. We discussed meeting with the Business Loop on a regular basis, perhaps quarterly? Having the two entities meet and communicate can give the Business Loop a more direct link to Town Council, which can only improve business interests within the town. Lisa will invite Sharon to our July meeting to kick-start/discuss meeting regularly with the Business Loop.

#### Our guests, Veronica Owens and Ken Hennings were introduced:

Veronica Owens is currently helping North Beach to obtain grants. She is currently going into her third year here and her position is largely funded through a grant. Veronica mentioned activities she has helped with and grants she has secured on behalf of the town. A few of those are: helping North Beach obtain Sustainable Maryland Certification, electric charging station, electric car for the town, library site related grant, and playground equipment for Callis Park. A few grant applications she is working on are: Healthy Living Program, walking path on the north side of town, additional boardwalk lighting and a new well house/pumping station.

Ken Hennings is a grants specialist with the USDA. Ken gave us a booklet, *USDA Rural Development Summary of Major Programs*, which highlights grants and direct loans the USDA provides in Rural

Housing and Community Facilities Programs, Rural Business and Cooperative Programs and Rural Utilities Programs.

Both Ken and Veronica recommended the EDC submit a grants application to get technical assistance to help us develop a more detailed strategic plan. They specifically suggested we develop a 3-year strategic work plan. Some suggestions to include in the strategic plan they had were:

- Focus on existing businesses in town
- Concentrate on business storefronts/façades
- Upgrade using mini loans
- Use of Community Development Corporation (nonprofit, community-based organizations focused on revitalizing the areas in which they are located)
- Example given where a CDC was used successfully and could be an example of what North Beach could do is Philadelphia Avenue of the Arts
- Gwen mentioned the use of story boards in the parking lot on the south side of 5<sup>th</sup> street – would support the arts destination concept, provide a pictorial history of North Beach as well as provide esthetic screening
- Art Museum – we did inform them that we do have a Bayside History Museum
- Housing for resident artists
- Perhaps work with Chesapeake Beach when setting our priorities in our strategic planning
- Develop an inventory of potential business properties and market these sites to attract new businesses

The mention of our strategic plan brought up discussion that we've had previously about perhaps displaying art to beautify throughout the town as well as pull people into parts of town away from the boardwalk. For example, have businesses and organizations sponsor a piece of art such as the seahorses that were once displayed here. Another example mentioned was using attractive lighting to lead the way to the pier and other places of interest around town.

Ken mentioned that he was very impressed with our "Jewel of the Chesapeake" slogan. We have the jewel that no one else has – now we need to polish it up, make it gleam like a diamond.

Ken and Veronica are willing to return for a future meeting, where we will provide a list of priorities and actions for council consideration. Veronica will send Gwen a sample strategic document.

The meeting adjourned at 8:30

Respectfully submitted by Mary Mayhew