

Minutes

Millsboro Town Council

Regular Council Meeting

April 4, 2011

7:00 P.M. meeting called to order in the Council Chambers at 322 Wilson Highway, Millsboro, Mayor Larry Gum presiding. Present were Vice-Mayor Robert Bryan, Secretary Greg Hastings, Treasurer Michelle Truitt, Council Persons, John Thoroughgood, Tim Hodges, Irene Keenan, Town Manager Faye Lingo, Assistant Town Manager Matt Schifano, Town Solicitor Mary Schrider-Fox, Development Coordinator Linda Johnson, and Town Clerk Tammy Phillips. Guest- see attached list.

BRANDING - Presenter Ben from Arnett Muldrew Associates presented to the council information about Branding. Their company will visit Millsboro for three days and in that 3 days will meet with business and stakeholders. What they do for the town is creating an economic foundation. They design graphics, system destination, and organization, stationary, letterhead, volunteers, signage, banner, extending events, advertising, website, and service etc. Lingo asked, can you explain what you do in those three days? Public would be invited via newsletter, newspaper, etc., in addition to a variety of key stakeholders (anyone public/private who has shown interest in the betterment and future of the downtown). We will have a very heavy "front in" public participation process first thing in morning and meet with different stakeholders. The participants would be invited to attend a "reveal" meeting on the final evening of the visit, when the new brand would be unveiled. The second day, we spend gathering resources taking photos going in and talking to business owners actually having our feet to the ground. The third thing is a Public meeting to have business and individuals give opinions. Lingo asked what the schedule for this meeting is. It will be mid of this month April. Schifano asked is it a large team that comes? No normally one (1) or two (2) people that is part of the beauty of it. Hastings asked is there a minimum size of town, can, or have to work with? We have worked with communities of 250 in Mississippi and over 6500. Hastings asked at the end result, what will we benefit? Helps you and local organization resource residents and businesses. Bryan asked Jessica Wiggins from Blue Water Grill, is this what you have been involved with? Jessica stated, yes. Hal Alpiar from 10082 Iron Pointe Dr Ext, Wharton's Bluff asked to address council; he has worked in branding for over 35 years with communities and schools. He would not accept a destination from Town of Millsboro to do this type of job because he doesn't believe it could work. He believes it could cost a great deal of money in order to make it; infrastructure has to be in place to accommodate increased traffic that it would produce. These programs are just not logos and words. They turn into monsters and talk you into spending a great deal of money. It means widen roads, off street parking, increase police, fire, electric and water. Sometimes what's good for the downtown retailers is not necessarily the best thing for taxpayers. He thinks it needs a little more investigation and \$ 1000 if you read carefully written commitment except other things. Mayor Gum stated this program has been talked about for years since he has been on council and there has never been any progress made; there was no consolidation. The road issue you talked about we have fought with DELDOT and they will not make a commitment and they say it's down the

road in the future. We have had people from up state come down to help us with downtown development they don't want to do it because state has not committed with roads. We need to move forward \$ 1,000 is nothing small to me, but we are moving in right direction. Hastings asked, what is the plan? We need to know if you give your blessing, because you have to incorporate three (3) things within six (6) months which could include letterhead, logo, and business cards, etc. It gives the Millsboro Development Partnership something to get them started with the work that they are planning on doing. Hodges asked what if the town doesn't like the logo that they come up with. Our goal is to give you something that you are happy with. Hastings asked how recent was it since you worked with Milford? One year ago. Hastings asked Lingo if anyone has talked to Milford. Lingo stated No, I believe Jessica from Blue Water Grill went to their meetings. Milford has had five (5) new businesses open and financial commitments from city council to increase funding to their downtown director. Federal funding has increased. Hodges stated what did it cost the town of Milford? Milford has roughly \$8,000 to \$ 10,000 grant money for roughly 500 banners. Everything has been done collected thru the business community and organization and grant \$ 1,300 for signage. Hodges stated what do you think it would cost Town of Millsboro. \$1,000 from investment or funding or in kind donations. Lingo stated Delaware Economic Development has agreed to pay for the company to visit Millsboro. Hastings stated can you give clarification of this downtown organization. Lingo stated Millsboro Development Partnership has been working with Rick Ferrell and Delaware Economic Development. Delaware Economic Development Office has been paying for Mr. Rick Ferrell to visit and help the committee to get organized. Bryan moved Hodges seconded to accept branding offer from Delaware Economic Development. Motion approved unanimously.

SECRETARY'S REPORT – Secretary Hastings presented the minutes from the March 4, 2011 council meeting for Council's approval. Secretary Hastings asked for clarification of opening day for the Millsboro Little League. The minute's states April 16, 2011 and it is now April 30, 2011. Faye explained their application was for the 16th so the minutes are correct. The Millsboro Little League has asked to change the date, however to April 30, 2011. Thoroughgood moved Bryan seconded to approve the minutes from the March 4, 2011 council meeting as written. Motion approved unanimously.

TREASURER'S REPORT – Treasurer Truitt presented the bills and bank balances to Council for approval. Bryan moved Hodges seconded to pay the bills from the designated accounts as presented. Motion approved unanimously.

PARKS AND RECREATION REPORT – NONE

MILLSBORO FIRE DEPARTMENT – Ron O'Neal President stated Chief Matt Warrington and Ron O'Neal will be attending the Congressional Fire Services Institute (CFSI) annual dinner in Washington D.C. on Thursday, April 7. The CFSI is designed to

educate members of Congress concerning the needs and challenges of the nation's fire and emergency services so the federal government can provide the types of training and funding required by first responders. With Millsboro receiving a federal grant earlier this year, it is important for our organization to show our support of CFSI. Mr. Lou Amabili of Delaware (first director of the Delaware State Fire School) sits on the Board of Directors of the Institute with Delaware Senator Tom Carper as a Co-Chair of the CFSI Caucus; newly elected Senator Chris Coons serves as a member as well. Gear grant status: Most of the hoods, gloves, boots and helmets have already been received, with the remainder of the bunker gear (coats and pants) scheduled to arrive early this week. It will be placed into service as soon as it can be distributed to all members. The new gear storage racks have already been received and are ready to be rolled into place. Renovations at the firehouse continue with the painting of the apparatus bay ceiling to be completed by Wednesday of this week, with the refinishing of the floor to follow. The cosmetic interior metal wall and updated high efficiency lighting are already in place. Response statistics have been reported for the 1st quarter as: Fire Calls 95, EMS calls 457. Baskin-Robbins will again this year donate \$100 k to the National Fallen Firefighter Foundation to support the efforts of that organization. In coordination of that donation, Baskin-Robbins in Millsboro will once again have its "31 cent Scoop Night" on Wednesday April 27, 2011. Members of the fire company will provide apparatus displays and fire prevention information, as well as work behind the counter dipping ice cream favorites to the public. We would appreciate all of Millsboro and its surrounding community coming out to support this very worthwhile event.

GREATER MILLSBORO CHAMBER OF COMMERCE - Amy Simmons Chamber Coordinator, stated Spelling Bee April 8 @ 7:00 at the Millsboro Civic Center have three (3) teams signed up. All proceeds go toward Scholarship with students in the zip code at 19966 and 19939. There is still time for student to apply for the \$1,000 scholarship. Chamber of Commerce office will be closed April 11 – 14, 2011. Easter Egg Hunt to be held April 23, 2011 at the Cupola Park @ 11:00 a.m. for children who are ten (10) and under. Chamber Membership breakfast being held April 21, 2011 at Georgia House Restaurant. There will be yard sale and car wash on May 21, 2011 here at the Millsboro Civic Center.

POLICE REPORT –Chief Murphy stated training for the month of March 3rd Chief Murphy, PFC Lyons, and PFC Moyer attended monthly firearms training at the range. March 11th Lt Calloway attended E-Crash training at the DSPTA. March 23rd Sergeant Legates attended Handling Confidential Informant training at the DSPTA. Homeland Security the threat level remains at yellow, with no issues to report. Calea Update no issues to report. Chief Murphy stated that he has received resignation from Sergeant Lowe, who has been offered to moving on to Delaware State Police. Chief is requesting for conditional hire due to already being down two (2) officers and Sergeant Lowe would be number three (3). Chief has narrow down to three (3) candidates and would like to have the personnel committee to authorize to proceed with the selection and the hiring before next council meeting due to academy starts April 18, 2011. The committee will report their selection at the May 2, 2011 council meeting. Hodges moved Keenan second to authorize the personnel committee to hire one (1) officer prior to May 2, 2011 council meeting due to academy schedule which starts April 18, 2011. Motion approved unanimously.

STREET DEPARTMENT – Pedestrian crosswalks downtown, cross walks have been discussed for Main Street but we also have a request from a business on Washington Street to have a designated cross over. Bryan moved Truitt seconded to proceed to contact DELDOT and have them begin investigation for cross walks on Washington Street and Main Street. Motion approved unanimously.

WATER AND SEWER REPORT - 201 Washington Street, sewer adjustment due to leak per ordinance, no council action.

Award of contract for beneficial reuse contract F, The scope of work has been amended and a request to the Clean Water Advisory Council to cover the additional work (funding). The Clean Water Advisory Council stated to throw out the bids and have it rebid. Hastings questioned, “Has the IRSD been notified?” Lingo stated, not yet.

MAYOR’S REPORT – Building Code amendment, before council agrees to remove the section requiring sprinkler system in single family residential units, Kenny Niblett would also like to have the code amended to include a building component with a one hour resistance rating garages, ceilings, and roof assemblies in lieu of the sprinkler system. Building Code amendment has been tabled until next meeting to get clarification from Kenny Niblett before making decision.

Sign ordinance, the final ordinance is in your packet and you may take action tonight to approve it if you are ready. Thoroughgood moved Hodges second to approve the final ordinance of the signs, which it’s not perfect; it’s a good starting point. Motion approved unanimously.

Conditional use for a model town house in Plantation lakes, someone from Morris, Ritchie, and Associates is here to explain their request. The temporary construction of two (2) model town home units on existing single family lots in proposed model park, parcel 1-33-16.00-504.00 & 1-33-16.00-505.00 lots 323 and 324. the plan depicts the ultimate project conditions except that the temporary town home structure will be removed once the sales center ceases to be used and the temporary parking lot will be removed. The sidewalk shown on the plan will be constructed according to the Town Code once the use of the lots are converted from a sales center to individual single family residences. Refer to model homes court landscape plan, for temporary landscape features associated with the proposed temporary sales center prepared by Land Design. Bryan moved Thoroughgood seconded to allow (one) 1 year April 4, 2012 on the conditional use for a model town house. Motion approved unanimously.

Tax Assessment list – the changes to the assessment list are ready for acceptance by council. The notices have been sent to the property owners advising them of their changes. Hastings moved Thoroughgood seconded to approve the public appeal night will be held at the regular council meeting in May 2, 2011. The tax assessment list is posted and notices of any assessments changes are ready. The public hearing to hear any appeals will be at the regular council meeting, May 2, 2011. Motion approved unanimously.

Election Slate, the notice for candidates will appear in the local paper and be posted through out town as well as on Millsboro's web site. The slate will be posted April 18, 2011 thru May 23, 2011 and the election will be held the second Saturday in June 11, 2011 from 1:00 p.m. to 7:00 p.m. at town hall. There is one seat from "District 2" Mayor Gum, one seat from "District 3" Truitt and one seat "At Large" Hastings.

Hispanic Festival, requested to use W.B. Atkins Park on Sunday August 21, 2011 12:00 p.m. until 7:00 p.m. council action may be taken. They have used the park for several years with a lease agreement and a deposit paid should there be any problems. Hastings moved Hodges seconded to approve to have Hispanic Festival held August 21, 2011 at the W.B. Atkins Park. Motion approved unanimously.

Bryan moved Thoroughgood seconded to recess the Regular Council meeting at 8:10 p.m. and to enter into an Executive Session at 8:20 pm to discuss legal and personnel issues. Motion approved unanimously.

Regular Session

Reconvene @ 8:55 pm

No discussion or action taken.

Bryan moved, Keenan second to adjourn the meeting.

Respectfully Submitted,

Greg Hastings

Secretary