

# Mount Airy Main Street Revitalization Committee

## Minutes for the March 23, 2004 Committee Meeting

### Attendance

*Attached*

### Opening

Chris DeColli opened the meeting at 7 pm. Chris reported that about 15 people participated in the Saturday March 20th downtown cleanup. In addition to members of the Main Street Revitalization Committee, volunteers from the town's Beautification Committee and Bank of America also participated.

Amy Lubick circulated a copy of the completed Main Street Maryland application. Members of the committee will be meeting with Joseph Brown (MD Main St. Manager) at the MD Dept. of Housing & Community Development on March 26th from 12pm-1pm in Crownsville. The purpose of the meeting will be to discuss the program and answer questions about the town's application.

1. Mt. Airy Business Fair

The committee will give a brief presentation and have a table at the town business fair scheduled for this Saturday, March 27th.

2. Chamber of Commerce Member

The committee joined the Mt. Airy Chamber of Commerce. This is an active group with about 100 participating businesses. Membership dues are \$75 per year.

3. National Main Street Center Member

The committee joined the National Main Street Center. Membership dues are \$195 per year. Benefits include access to their on-line information database and discounts on publications, workbooks, and other resources. The website address is <http://www.mainstreet.org>.

4. Printed Materials

The committee received 100 letters in support of the town's Main Street Maryland application. Thank you notes will be sent to each person or business who submitted a letter of support. Amy circulated a draft thank you note (with Allison Schaefer's artwork printed on the front) prepared by Keir Knight of *Plain English Writing & Design*. Mr. Knight quoted the committee a price of \$0.35 per thank you note with a \$45 setup fee. The committee approved the printed note and members suggested ordering additional generic/blank notes for future use.

Mr. Keir also quoted the committee a price to print "folders" that we could use to wrap the three informational handouts/brochures that were originally prepared for the Fall Festival. These would cost \$0.15 each.

5. Non-Profit Status

Committee members met with Tim Barkley (local attorney) to discuss drafting the necessary paperwork to establish a 501C3. The committee will model this designation after Bel Air's revitalization alliance. Members recommended finalizing this designation prior to the May Fest event. Another meeting with Mr. Barkley is scheduled for March 26th at 5pm.

6. May Fest Volunteers

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May Fest is scheduled for May 15th and 16th. Volunteers are needed to plan and setup the Main Street Revitalization table. Ben Gue stated that volunteers are also needed to assist the Fall Festival committee with various activities: selling tickets, painting, cleanup, drafting press releases, and preparing advertisements.

7. Upcoming Events

*Preservation and Revitalization Conference, Frederick, MD - 4/30 - 5/1*

The Preservation and Revitalization Conference is scheduled for April 30 and May 1 in Frederick, MD. The registration deadline is April 21st.

*Main Street Business Conference, Westminster, MD - 5/27*

Melissa Clark reported that a main street business conference will be held in Westminster on May 27th. The focus will be on design considerations (signage, lighting, etc.) for enhancing the appearance and presentation of main street businesses.

8. Comments and Discussion

- a. Chris DeColli stated that the Main Street Revitalization Committee should act as a central figure in main street activities that coordinates with the other groups that also work on issues affecting downtown, such as the Economic Development Commission and the Beautification Committee.
- b. Available Property Downtown: The driving school formerly located on Main Street has closed its business.

Next Meeting

April 20, 2004

7:00 pm

*Minutes prepared by John Cherry*