

Mt Airy, MD Economic Development Commission – 4 March 2021

Pledge of Allegiance - 7:01 PM

Roll Call

In Attendance:

- Josiah Timmerman
- Jimmy Linton
- Donnamarie Needle
- Pamela Reed
- Darlene Davidson-Union
- Mike Vansant

- Dan McNeill

Others In Attendance:

- Melissa Thorn (Town of Mt Airy)
- Tony Burke (Mt Airy Messenger)
- Alice Settle-Raskin (MAMSA)
- John Breeding (Town of Mt Airy)

Guest Speaker – John Breeding (Town of Mt Airy)

- John provided updates on the 2023 Master Plan revamp. He will be reaching out to various town commissions for input. Workshops will be held every 1st Thursday for concerns and recommendations to be presented to the Planning Commission beginning in May. The EDC will discuss this topic at the April meeting.
- Additionally, John provided a brief update on the Harrison-Leishear annexation issue. Carroll County has decided to turn the land over to a developer instead of following through with the annexation plan, though annexation is not completely ruled out. Jimmy expressed concern that the EDC wasn't involved in the process.

Town Council Updates – Pamela Reed

- Town elections are coming up on May ## - 2 Mayoral candidates and 4 council candidates are vying for 1 mayoral and 2 council seats.
- The inclusive playground at Watkins Park recently broke ground, and will be open in 10 days

Community Development Updates – Melissa Thorn

- An additional \$50000 has been awarded for the façade program next FY, and there is still \$4000 available between now and June.
- The second round of the Hometown Heroes program is wrapping up, with an additional 30 banners added this time around.
- The Community Map project is moving along – ideas for labels from the EDC were communicated to the artist. Melissa shared ideas for coloring labels with the group.

Partner Updates – Alice Settle-Raskin (MAMSA)

- The Small Business Grant was open to applications from 1-19 March. \$213,525 was awarded by the State of Maryland – up to 15% can be used on retention/advertising for existing businesses, and the remainder (\$181,000+) is available for business assistance. Applications will be reviewed in the next few weeks
- The Gateway Sign near the Post Office is nearly ready to be installed.
- The Downtown Farmer's Market is set to begin June 2nd, and runs each Wednesday through 29 September.

- The Economic Restructuring Committee will get together the week after Easter
- The Cars & Coffee, and Bank Brews events both start on April 25th, from 8-12 & 12-4 respectively
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Partner Updates – Nicole Enos (Mt Airy Chamber of Commerce)

- The business card exchange will take place April 22nd
- The Fall Entrepreneur Series is planned to take place

Old Business

- Mission & Vision Statement – the group collaborated and agreed to make changes to some of the specific language.
- The Welcome Home Mt Airy project is taking shape – there will be a bag of items made available to new residents in the entire 21771 zip code. Enough tote bags will be ordered to last a year, the costs of which will be offset by advertising. The program is set to begin on 1 January.
- The Business Survey was sent to 334 businesses, and closed on 31 March. We received a 23% response rate. The results will be published on the town website soon. Pamela suggested that we use the results to come up with new EDC strategies.
- The Brand Ambassador program is being developed, with business category definitions currently being determined.
- The Four County Prom idea has been scrapped, as a group of Carroll parents is currently planning a similar event.
- The Envision Mt Airy Tour was being planned for July 22nd, but will likely be moved to September 16th to accommodate an in-person tour. We can possibly utilize new streaming cameras purchases by the town. There is a meeting of property owners involved in the tour on April 6th at 4 PM to discuss some logistics, among other things.

New Business

- Donnamarie and Ray have developed a Facebook page for the EDC, and encouraged everyone to like & share in order to spread the word

Public Comment

- Nothing to note

Motion to adjourn, Seconded at 8:57 PM. Next meeting is April 28th at 7:00PM via Zoom