



TOWN OF SMITHSBURG
Economic Development Commission
MEETING MINUTES
Thursday, November 21, 2024
7:00 PM 1st Floor Conference Room

Commissioners Present: Chair Liz Farmer Bedard, Vice-Chair Jamie Fogle, Secretary/Bookkeeper Cathie McCormick, Amber Dwyer, Janet Gilmartin, Brenda Wolfe

Invited Guest: Machel Dwyer of the Washington County Department of Business and Economic Development

Call to Order by Chair Liz Farmer Bedard at 7:07 p.m.

Approval of Agenda

- Agenda was amended to include a discussion of the Peddler's Ordinance and two art-related items raised by Fogle
- McCormick moved to accept the agenda as amended; Gilmartin seconded; agenda was unanimously approved as amended.

Approval of Previous Meeting Minutes

Fogle moved to approve the October meeting minutes; Gilmartin seconded; **Motion carried.**

Chair's Report (Farmer Bedard)

- Welcomes newly appointed commissioners: Brenda Wolfe and Janet Gilmartin. Commissioners introduced themselves.
- The annual *Shop with a Cop* event will be held the evening of Dec. 2, and Chief Marker is asking for volunteers. The dinner at the fire hall begins at 5:30 p.m. with the invited families and shopping at Walmart will occur following dinner. Commissioners are invited to volunteer by reaching out to Chief Marker.
- At last months' Mayor and Council meeting, council voted not to approve the EDC's recommendation for a part-time administrative position to support the downtown event series. Farmer Bedard reached out to other commissions and town organizations to discuss the value of such a position to coordinate events by other commissions and organizations as well. She is continuing to follow up with those individuals as well as town officials. The recommendation is on the agenda to be voted on again at the Dec. 3 Mayor and Council meeting.

Bookkeeper's Report

McCormick presented the FY25 year to date financial report while mentioning that some income (sponsorships) and expense figures (expenditures by Mr. Louis) are missing from the totals, and she is continuing to gather input to complete the report. Even with the missing items, the EDC appears to be on target with their expense projections for the year. Inventory of remaining merchandise will be completed soon.

FY25 EDC Budget						
General Promotional Materials	Requested	YTD	July Car Show	August Dog Days	Cinnamon Bun	Ciderfest
Videos/Photography	7000					
Flyers/Banners/Posters	1000	855.00	285	285		285
Merchandise	1500					
Advertising	500	600.00	150	150	150	150
Total Request	10,000	1,455.00				
Third in the Burg Expenses						
Event entertainment	9043	4,050.00	250	200		3600
Professional Services	6673	2,970.38	340.06	500		2130.32
Advertising materials	2000	0.00				
Permits/Fees	950	0.00				
Giveaways/Promotional Items	3875	316.74	234.74	82		
Total Request	22,543	10,247.12				
Fun Run Expenses						
Advertising	1700	570.00			570	
Timing/Scoring Equipment	2000	1,500.00			1500	
T-shirts/giveaways/medals	2500	3,000.00			3000	
Entertainment	350	0.00				
Total Request	6,550	5,070.00				
Totals	39,093	16,772.12				
Hotel/Motel for Mural	10,000	0.00				
Revenue	10,550	1,484.00	962	297	18900*	225
					*proceeds go to Shop with a Cop	

Sub-Committee Reports

1. Events & Promotions: tabled until “new business”

2. Public Relations:

- Gilmartin researched the cost for production of a *Third in the Burg* magnet, and the price for printing 500 would be approximately \$76. A discussion followed on the best approach for a town-wide mailing of the magnets as well as a tri-fold brochure of town events. The brochure could list all events run by town organizations as well as the EDCs. Gilmartin volunteered to begin the design process. McCormick moved to begin the process of design of both the magnet and the brochure. Fogle seconded. **Motion carried.**
- Mailing list: Bedard discussed the importance of completing a mailing list for town businesses and organizations as well as the updating of the Vendor database.

3. Business Development: tabled until “new business”

4. Arts & Culture

- McCormick reported on the progress of the Winter art show/event being organized by the Smithsburg Arts & Culture Association to be held at Smithsburg Library. The show will be called: *The Artists of 21783* to highlight the art created in our area. The show will open February 4. Fogle moved to have the EDC sponsor the exhibit; Gilmartin seconded. **Motion carried.**
- Fogle met with members of the *Maryland State Arts Council* recently to discuss the pending mural project for her building. McCormick asked if MSAC had provided the feedback from the denied public art proposal submitted last year. Fogle will follow up with the name and contact information of the person she spoke to to try again to get the feedback before we begin another proposal working with RK&K.
- Fogle also discussed an opportunity to organize art classes at a location in Wolfsville. McCormick suggested passing this off to the Arts & Culture association since the EDC is overextended.

New Business

1. Approval of Holly Mohler for EDC commissioner (Mohler application)

- Commissioners discussed Holly Mohler’s application for the open position on the EDC. Dwyer moved to approve her application and send it to Mayor and Council; Gilmartin seconded. **Motion carried.**

2. Drawing for TiB survey respondent winner

- As of today, we received 61 responses to the survey on the success of the *Third in the Burg* event series. Following Ciderfest, we added the additional incentive of a chance to win the gift certificate provided by The Wolfe’s Den for those who complete the survey. Commissioner Wolfe chose a number at random to select a winner. McCormick will follow up with Mayor Souders who has the certificate and reach out to the winner to pick up the certificate from town hall.

3. Discussion with Washington County DBED/ Machel Dwyer

- The Commissioners engaged in an open discussion with Dwyer on our efforts of the past year. Dwyer added insight into EDCs from similar towns in Washington County. She also offered suggestions on ways to move forward with our mission.

4. Discussion and preliminary assignments for commissioner roles/responsibilities

- Commissioners discussed the plan for assigning roles related to *Third in the Burg* events. Farmer Bedard will follow up with the individual commissioners to discuss assignments. McCormick noted that it is important to finalize dates and themes by the end of December to be more prepared for next season’s events.

5. Peddler's Ordinance review

- Mayor and Council asked the EDC to weigh in on a proposal to approve a Peddler's Ordinance for the town. Farmer Bedard shared the document in question, and the EDC discussed the potential consequences of applying the ordinance. McCormick moved that the EDC recommend to the Mayor and Council to not approve the ordinance. Gilmartin seconded. **Motion carried.** Farmer Bedard will compose and send a formal written recommendation.

Public Comment

No public in attendance.

Old Business

1. Finalize preliminary *Third in the Burg* schedule.

- No final decisions were made with regard to *Third in the Burg* scheduling. The item will be raised again at the December meeting.

Motion to adjourn regular meeting was made by Fogle; seconded by Dwyer. Meeting adjourned at 9:19 p.m.

Next meeting is VIRTUAL-ONLY and scheduled for 7 PM on Dec. 19.