

**Main Street Coordinating Board Meeting
Council Chamber, Smyrna Town Hall
27 S. Market Street Plaza, Smyrna, Delaware**

January 12, 2022 – 8:30 AM

Minutes

Attendees: Mike Rasmussen, Jim Wolfe, Jeremy Rothwell. George DeBenedictis, Joanne Masten, Sharon Wright, Lindsay Powell, Jeff Spiegelman, Rick Horsey, Robert Johnson, Tabi Gott

1. Call to order @8:30
2. Minutes from November 10, 2021, Approved by voice vote
3. Recognition of visitors: None
4. Discussion of potential committee structure
We discussed potential committees from the National Main Streets Association: Governance, Design, Economic Development, Marketing and Events. All might not be appropriate for the current needs of Smyrna. The board felt that having Project Committees, vs standing committees might be more appropriate for our current needs. Jeremy will send out a poll for us to better align our interest and identify a direction for the group. Will schedule a special meeting to discuss results of the poll and move forward before the next scheduled board meeting.
5. Division of Small Business Quarterly Grant Funding
We were awarded \$1,500 per quarter for two years through the SBA (Patty Cannon applied through the state). Must be used for Project Funding, not staff salaries. Some other strings attached so need more info from the state on how we can use the funds. Jeremy will circulate additional details as we receive them.
6. Downtown Marketing Brochure
Jeremy shared draft of marketing brochure focused on incentives for commercial and residential properties. Conversation was about how best to distribute it, how many to print, and who to target first. It was raised that the language in the brochure might be too detailed/complex and could be paired down to make more sense for most of the potential audience. Jeremy and Jeff Spiegelman will connect to identify commercial realtors to send this to as well as how to reach residential realtors.
7. Smyrna ARPA Façade Grant Update

Jeremy provided an update on the town's efforts to promote the ARPA funded façade grant program approved last year. A flier and letter were circulated to commercial property owners in target areas for the first round of funding (\$200,000) as well as individual outreach to potential locations. There are a number of interested landowners who are expected to apply. Applications need to be in by February 1st.

8. Adjourned @ 9:20am