

**Main Street Coordinating Board Meeting  
Committee Conference Room, Smyrna Town Hall  
27 S. Market Street Plaza, Smyrna, Delaware**

**April 6, 2022 – 8:30 AM**

**Minutes**

**Attendees: Mike Rasmussen, Jeremy Rothwell, Jim Wolfe, Rick Horsey, Fred Schaber,  
Amber Startt, Tori James, Sharon Wright, Lindsay Powell, Tabi Gott,**

1. Called to order @ 8:32am
2. Minutes from 3/2/22 Approved
3. Recognition of visitors: No Comments
4. Discussion and creation of Project subcommittees: The committees discussed the 5 priority project areas that were identified in the survey last month. Each area was introduced and discussed and Board members expressed their interest in working on individual projects as follows. Mike will work with Jeremy and the members of the committees to arrange their first meetings before the next Board meeting in May.
  - Welcome Packets: Approximately 850 new utility accounts were created in 2021. How can we create and distribute a digital resource to all of these new accounts? Need to design resources and a plan for distributing them.
    - Members – Lindsay Powell, Amber Startt, Jeff Spiegleman
  - Public Workshops: Develop a plan for quarterly or biannual workshops focused on development/ redevelopment incentives and programs that can be utilized by residents and business owners in the downtown. Should be able to be a digital resource available on the town website.
    - Members – Rick Horsey, Amber Startt, Jeff Spiegleman, Sharon Wright
  - Downtown Streetscape and Signage: The town lacks a Brand and Style Guide that can be used for all town signage, as well as a plan for to implement a downtown signage/banner program. Those resources need to be created so they can be budgeted and implemented by town staff.
    - Members – Jim Wolfe, Sharon Wright, Rick Horsey, Fred Shabler
  - Downtown Mural/Art: Develop a proposal for a downtown mural/arts program, including identifying potential locations, developing contracts, and identifying grant funds available.
    - Members – Mike Rasmussen, Sharon Wright, Carol Binns, Tabi Gott

- Downtown Events – Identify and plan one or more downtown events that support and build on existing town efforts.
  - Members – Lindsay Powell, Joanne Masten, Tabi Gott, Valerie Forbes

5. Town updates:

- a. First Fridays/Smyrna at Night: Chief James gave an overview of the plans for Smyrna at Night on June 18<sup>th</sup> as the First Fridays starting in May and running through September. They will be looking for donations and volunteers to support the events and you can contact Danielle Pope or Melissa Carney for more information
- b. Façade Grants: Jeremy Rothwell gave an overview of the \$488k ARPA Façade Grant awards that were made by the Town Council and Sharon Wright discussed the process by which those grants were reviewed and awarded.

6. Other board business: Next meeting set for May 4<sup>th</sup>, 2022 at 8:30am

7. Adjourned @ 9:26am