



**DOWNTOWN NEWARK PARTNERSHIP
BOARD MEETING**

**THURSDAY, NOVEMBER 11, 2016
6:30 PM**

**COUNCIL CHAMBERS
MUNICIPAL BUILDING**

Board Members Present:

Joe Charma, Interim Chair
Dawn Calzada
Marilyn Minster
Karie Simmons
James DeChene
Nic DeCaire
Lee Mikles
Ruby Herrington
Carol Houck
Maureen Feeney Roser

Staff Present:

Megan McNerney
Kelly Bachman

Board Members Not Present:

Bill Sullivan
Representative of the President of University of Delaware

Others Present:

Rob Gifford
Emily Dryer

Chairman Charma called the meeting to order at 6:34 p.m.

Unanimous approval on minutes for September and October

Art Park/Sculpture Garden Update

Chairman Charma reported the Molecule sculpture had been installed. He said he is now working with the Parks and Recreation Department and the City Manager's Office to clean up the area and plan for a dedication. Charma said he will work on fundraising and a call for artists.

City Manager Carol Houck reported that the City's graphic designer is designing a sign for the Art Park similar to what's at Preston's Playground. She also reported the trees are being removed and the grass is being cut at the Art Park location.

Charma added that work on the rest of the park, including landscaping, will take place in the spring. He said there is money in the Parks and Recreation Department's draft budget that will go towards the park, and he will be looking for volunteers to help with periodic maintenance.

Design Guidelines

Design Guidelines had been circulated for review and feedback prior to the meeting. Charma pointed out that the Design Committee added an Art & Parks section to the planning layer, and added an energy conservation section as well. Charma noted that Code Enforcement Officer Tim Poole was invaluable with his knowledge with City code.

Marilyn Minster motioned to approve the Design Guidelines. The guidelines were approved with no objections.

Big Jump Update

Megan McNerney reported that the city's application for the Big Jump Project was submitted in late October. People for Bikes will announce the selected cities in early 2017. McNerney reminded the board that Chairman Charma wrote a letter of support for the project on behalf of the DNP.

Pumpkin Palooza Update:

Karie Simmons reported that the Pumpkin Palooza went well for its first year. She noted the main thing to change would be to bring a variety of pumpkin sizes (mostly smaller ones) and extend the length of the event to right before the Halloween Parade. Simmons thanked the Newark Arts Alliance and Brewed Awakenings for their support and donations.

Small Business Saturday

McNerney reported that she handed out Small Business Saturday promotional material to participating downtown businesses. She noted that the DNP Board needed to make a final decision on the Small Business Saturday DNP Gift Card promotion. She said the idea is to save money, but still promote the gift cards. The board made the unanimous decision to make the promotion buy one \$50 gift card, get one free \$10 gift card, budget permitting.

Nic DeCaire reported that Captain Blue Hen will have Santa Claus on Small Business Saturday as a fundraiser for the police K9s.

Holiday Window Decorating Contest and Winterfest

McNerney reported that Winterfest is from 6-8 p.m. on Friday, December 2. She asked who should judge the window decorating contest prior to Winterfest. Houck said DNP Board members should serve as judges. Houck told the board to email McNerney by Monday, November 14 if they wanted to help judge. It was noted that if a board member's business is participating in the contest, that member cannot act as a judge.

Santa Downtown Update

McNerney reported that the DNP can use the police department's Santa suit, but still needs to solicit people to play Santa. She said she will ask City of Newark employees if any of them are willing to dress as Santa. Feeney Roser suggested asking Roy Locker. The dates/times for downtown Santa will be

December 10, 11, 17 and 18 from 12-4 p.m. at Del-One Financial. Herrington said she will follow-up regarding how Santa's village can be created at Del-One.

Restaurant Week Update

Downtown Newark Restaurant Week 2017 will be from Monday, January 16 until Sunday, January 22. McNerney handed out the draft of the Restaurant week registration form. Feeney Roser requested putting a family deal in for restaurants without full service menus. Emily Dryer from Grotto Pizza noted that Grotto participated in the family deal last year and would like to do so again. McNerney said she will put it back on the form as an option. Mikles noted that he would like to ensure the registration fee restaurants pay go towards advertising.

2017 Community Events Calendar

The board finalized dates for the DNP's 2017 events. Wine and Dine will be Saturday, March 25. A New Night Downtown will be Saturday, June 10. Food and Brew will be Saturday, July 22. McNerney said she will check with University of Delaware on the date of Taste of Newark, and then move forward to get the Community Events Calendar magnets printed.

DNP 5 and Wine 2017

DeCaire shared more details on his idea to have a DNP 5 and Wine. He said it would be a 5-mile race (already certified in Newark) on the same day as Wine and Dine. He said participants would come for the race, stay at Newark hotels and enjoy Wine and Dine. DeCaire noted the race would serve as a fundraiser for DNP. The board decided the 5 and Wine will be from 9 a.m. – 12 p.m.; with Wine and Dine running from 12 – 5 p.m. The City's graphic designer will work on a logo for the event.

2017 Budget Update

Charma made the suggestion that the Board make a recommendation to City Council that DNP dues be raised from \$35 - \$50. Motion by Minster, second by Mikles. Motion carried unanimously to present to City Council. McNerney and Mikles agreed to work on putting together a list of benefits of being a part of the DNP to help facilitate the conversation with participating businesses.

The Board discussed the draft budget, and decided put more money towards the purchase of new downtown banners. The budget conversation focused on figuring out how to raise money for the DNP. The Board decided to push hard on the 5 & Wine event to bring-in at least \$20,000. McNerney said she would present another draft before the next meeting.

Strat Development Subcommittee update

Houck reported the City's response to the DNP Strategic Development Committee's report. She said the current mission of vision of the DNP should be documented in writing and agreed to by the board members. She also noted the City would like to be given specifics on how the board will be re-energized. Houck noted volunteers could be found through coordination with the Parks and Recreation department.

Regarding the committee's suggestions on the budget, Houck said the City's finance director confirmed that contributions to the City are tax deductible, as long as donations are used for public purposes. She noted the DNP needs to create a letter acknowledging donations.

Regarding the request for a staff member to be hired to handle the DNP and economic development, Houck said the current state of employees will remain the same through 2017, with 2017 being a period of evaluation in the Planning Department to see if an economic development position should be created.

Houck noted that the Board needs fresh education on the “Main Street Four Point Approach” the Committee would like to retain.

New business

Calzada expressed she would like to move public comment to the beginning of the meeting. Charma said public comment could be added to the beginning of the agenda for items not covered on the agenda. Charma said the next agenda will reflect the change.

Next meeting date: Thursday, December 8 at 6:30 p.m. in Council Chambers

Public comment

Resident Rob Gifford reacted to Calzada’s comment by saying he agrees it’s a good idea to have public comment in the beginning of the meeting. Gifford also said the discussion of the DNP budget was helpful.

Meeting adjourned 8:40 p.m.