

July 17, 2014  
EDC Meeting

Meeting was called to order at 7:40 p.m. attendees present: Clara Winch, Ben Dowds, Dawn Hipsley and Commissioner Gary Baker.

Minutes from previous meeting were reviewed and motion was made by Ben Dowds, second by Clara Winch to approve the minutes as read.  
Carried 3-0

Discussion was had on:

1. Website – everything seems to be moving along nicely and the site should be up in the next couple of weeks or so. Walkersvillemd.gov will be the site name and we believe that Walkersville-MD.com will be forwarded to the new site name.
2. Content for Facebook. We should look up some social events going on in the town. Schedule posts ahead of time so we can stay ahead of them. Ben will start an email about what topics we would like to focus on.
3. We discussed Gary's email with questions about:
  - A. Meeting times – we would like to keep at 2 meetings per month for fear that we will fall behind the initiatives we are implement.
  - B. What are we doing? (the following is a recap from Ray Soderberg)
    1. We got the ball rolling on the web site. (it's been a lot slower than most of us would have preferred)
    2. We've provided ongoing input to web site construction
    3. We are currently taking an inventory of all businesses in Walkersville (Dawn will email list to all on 7/18)
    4. Our goal is to have complete, accurate database of businesses with town guide on web site.
    5. Building wants, needs and suggestion list with the help of area businesses.
    6. We have started to look at zoning, regulations etc and I think we plan to ask the commissioners and zoning for some changes to make it easier for businesses. Additionally, develop consistency across the regs and enforcement.
    7. We've discussed putting together a regular farmers/community market
    8. We've discussed the assembly of a printed town business guide/map. Something to have in area businesses and pass out at County events.
    9. Develop better relationship between town & businesses and/or attractions that bring outsiders into our town. Here's a big goal I'll suggest...
    10. Have the town create a cultural / historical asset designation to the Walkersville Southern RR. Something to protect this town asset from possible intrusion (meddling) or elimination from outside interests. and another one;
    11. This weekend there is a mud race at the fairgrounds in Frederick. Every weekend they seem to have something going on. Can we host some events? At Heritage Park or in conjunction with fire dept. ??? Art, car show, gun show, food show or barbeque cook off? How about a tomato fight? Really, they have one in Frederick.

Additionally we discussed community events we would like to implement and where we would hold these events around town. It seems that Creamery Park is the most central location in the town for these events. Some ideas were: Kite Flying event, Horseshoe Tourney, Movie Nights, Ice Cream Socials, Fun Run (backwards, costumes, high heel races etc...).

Dawn brought up an initiative for a "Pride" Program or something to that effect that she is considering through The Kindness Revolution and would like the backing of the town. She will put together a packet to present with more information on this program.

We spoke about branding the town and the process for adopting a slogan such as "Walkersville, the heart of Frederick County" and having a contest for a town logo. What is the process for adopting these official items? Gary will ask Gloria to clarify how much authority the EDC has and do we need to ask for approval from the B&C for everything we plan to do that costs money and/or impacts the town as a whole.

Ben will present the accomplishments and goals of the EDC at the next meetings so we can regroup and reassess where we stand and where we want to go.

Gary will check with Gloria about the process of replacing Sherry on the EDC and if we need to advertise it in the paper or anything like that.

Meeting was adjourned at 8:40 p.m.

Respectfully submitted by Dawn Quicksell Hipsley