



## **COMMUNITY ENHANCEMENT COMMITTEE**

### **MEETING SUMMARY**

**DECEMBER 9, 2015**

**TOWN HALL MEETING ROOM – 9:30 AM – 11:30 AM**

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The Community Enhancement Committee met on Wednesday, December 9, 2015 and was attended by the following members: Sue Callaway, Chair; Donna Farrow, Diann Nazarian, Kent Stephan, Bobbe Stephan, Carol Stevenson, Pat Weisgerber, Don Chrobot and Rick Gentile. The meeting was followed by the CEC's Annual Christmas Party with 9 employees joining the committee.

The CEC reviewed the following "Old Business" items:

- Six free-standing street lights with protective shields were installed at replacement sites within the Cat Hill area – there was no charge to the town for the replacements.
- Additional six free-standing streets with protective shields will be installed at replacement sites in January – Don met with Delmarva Power prior to the meeting and they have marked the locations for the next six lights. Project to be completed in January per weather conditions.
- Route 1 Christmas lights hung prior to Thanksgiving.
- Christmas decorations at north and south welcome signs installed beginning of December.
- Art Boards and art logs were removed from Ocean Drive for winter storage on December 1.
- Condition of grass within the Route 1 median – the group discussed the expanding damage of the grasses within the Route 1 median. The main points focused on were: 1) the beautification issue and the impact the deterioration has on the landscaped efforts; 2) water quality versus run-off – the grasses play an important role in holding the water before it runs off into the canals – the erosion hinders what has been an on-going initiative by the town for several years; 3) the constant parking/idling of police cars is counter-productive to the beautification efforts; 4) police have expanded their parking/idling to multiple locations along the median

and rapid take-offs from these spots have created deep ruts; 5) Sue and Don will schedule a meeting with Police Chief Troy Crowson and Mayor Pat Voveris to discuss the goals and objectives of the police department regarding speed and traffic control along Route 1 and the impact on the goals and objectives of the Public Works and the Community Enhancement Committee.

Addendum: The meeting is scheduled for Thursday, January 7<sup>th</sup> at 10:00 am.

- Earth Day adoption to be along Route 1 between Henlopen and Brandywine
- Kent Stephan noted that he planted daffodils at the Earth Day canal end. He also suggested the possibility of floating wetland gardens at canal ends. Sue suggested that he follow-up with Maryanne at CIB who is leading the floating wetlands project along Carlisle canal.

The Committee reviewed its updated (October 21<sup>st</sup>) list of 2016 Priorities. The items on the list were re-examined and voted upon as possible inclusion in the FY 17 Budget. The following items were considered favorably for inclusion and further research:

- Earth Day Adoption (2017) – Earth Day is Friday, April 22<sup>nd</sup> 2016. The location for the next Earth Day adoption was confirmed. Rick Gentile will create a design for the landscaped bed.
- Phase 5 Covered sign posts (such as “No parking This Side”, etc.) on west side of Route 1 – Don noted that there are 75 signs located on the west side to be covered and the estimated costs for this project is \$5,000. MSA funds have been used to cover these costs.
- New Welcome Signs at the north and south entrances (Sue and Don have met with Signarama and have initiated design options and are awaiting further estimates – Don has also been in contact with DelDOT and received some new sign regulation information). The CEC discussed some of the most desirable features of new signs: make it look 3-D; capture the ocean and wetlands characteristics of our town; Welcome to South Bethany – writing to “pop.” Sue presented samples of a digital sign and the traditional carved signs. DelDOT regulations may influence the type of sign to be purchased; also there may be new restrictions on lights shining on the signs so reflective lettering and paint may have to be used. Sue and Don are following up on these possible requirements. The group suggested providing Signarama with the Town Hall directional sign as an example of what we like. Sue forwarded the example and the draft design was sent on 12-15-15 (see below).
- Potential Partnership with the Historical Society regarding the creation of outdoor historic photos to be placed around Richard Hall Memorial Park (pending Historical Society interest, CEC will seek TC approval at February TC meeting). Carolyn Marcello has presented the idea to the Historical Society but details and commitment need to be confirmed with the new president, Bob McCarthy. Sue will follow-up with both Carolyn and Bob. The costs would be approximately \$200 per sign and the group agreed that 5 signs would be the right number and placed on the perimeter of the Richard Hall Memorial Park – Russell Road side. Sue will present both ideas to the Town Council through the initial budget process phase.

- Hosting an Art Fair (Labor Day weekend) in partnership with the Communications and Public Relations Committee at the York Beach Mall (Richard Mais is supportive of the idea and SB resident artist Tara Grimm will serve in a co-coordinator capacity). (Will seek TC approval at February TC meeting) The group discussed the information Sue had gathered and the interest confirmed. The group agreed with the Labor Day weekend date and thought it would be a good way to end the summer as long as other events were not scheduled for then. When Sue asked for volunteer commitment the Communications & Public Relations Committee stepped forward as well as several other CEC members. It was agreed that any costs would center around publicity and that artists would not be charged a fee. Sue will continue to follow-up with Richard and Tara to confirm involvement and support for the date and the logistics of such an event.
- Replace existing Holiday decorations at Town Hall and at Welcome Areas – The CEC recommended that new decorations be purchased for the 2016 holiday season and include such items as new garland, wreathes, lights, bows, etc. In addition, new decorations for the Welcome area will be purchased from a commercial vendor that will withstand the weather elements and are created for such a purpose. The ones bought this year will be relocated to the Town Hall area. These costs will be included in the FY 17 Public Works budget.
- Previous landscaping costs (for all town landscaping) were reviewed and confirmed as the same for the FY 17 budget. Weeding continues to be a CEC emphasis for the York Beach Mall areas, the circle beds and pedestrian raingardens.
- CEC agreed it was prudent to include costs for possible replacement of Ocean Drive solar lights. They are holding up reasonably well and have received positive feedback from the community. The group estimated \$200 per light x 5.

The meeting adjourned at 11:30 am to prepare for the annual CEC Christmas party with Town Staff.

December 14, 2015

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