



COMMUNITY ENHANCEMENT COMMITTEE MEETING SUMMARY

TUESDAY, JULY 24, 2012

TOWN HALL MEETING ROOM

The Community Enhancement Committee held a meeting on Tuesday, July 24, 2012 at the Town Hall meeting room from 10:00 am to 11:30 am. The following individuals were in attendance: Sue Callaway, Chair; Donna Farrow; Sharon Nonn; John Speer; Bobbe Stephan; Kent Stephan; Carol Stevenson; Don Chrobot, Maintenance Supervisor and Peter Brockstedt, South Bethany Code Enforcement Constable.

Sue Callaway welcomed everyone to the meeting. She noted that since no property owners were in attendance there were no public comments. Committee members were given the opportunity to speak on behalf of property owners and/or present individual comments on topics not on the agenda. The following comments were shared: Sharon Nonn noted that a resident commented to her that the crepe myrtle trees limited sight vision when traveling north on Route 1 and turning left onto York Road (*Don will followup*); Kent Stephan suggested the idea of a South Bethany Regatta or race during July 4th week (*Sue will convey to Mark Damato at TC Workshop*); Kent commented on the high weeds found on several properties on Anchorage, etc. (*Pete will followup*); Kent noted that he counted at least 25 properties on Sunday with overflowing trash cans (*Sue will mention at TC Workshop – she also pointed out that the town agreed to carefully watch the trash situation with pick-up day change*).

Ocean Drive Improvement

Don stated that a total of six Ocean Drive signs have been installed and five more are ready to be installed. With the seasonal crowds, signs must be installed early in the morning before the beach traffic builds up. Once the Ocean Drive signs are completed, Don will begin work on the side street signs. Don noted that he has received some positive and "interesting" comments about the new signs. He also emphasized that the Town continues to receive numerous compliments about the trash/planter bins. The

colorful “wave” petunias have been dutifully watered by the town’s maintenance department and are doing pretty well despite the tremendous heat and lack of rain.

John Speer confirmed that he met with Chief Joe DeLoach and they reviewed all existing signs placed along Ocean Drive. By combining and eliminating some signs, they may be able to remove 23 posts. This 18-20% reduction in signs would not only result in a cleaner look along Ocean Drive, but cost-savings as well. In response to previous discussions about how dark Ocean Drive is at night, John presented Don with the specs and cost (\$400.) on a commercial grade solar outdoor light fixture that could be fastened to an existing pole on a trial basis. With safety and uniformity of lighting priority concerns, the group discussed the merits of exploring other options with a professional outdoor lighting contractor and also, reconnecting with Delmarva Power to further discuss outdoor lighting options. The group is keenly aware of the need for some kind of lighting, especially in the summer, but mindful of how it cannot be too bright. John agreed to follow-up with these sources and report back when he had additional information. In looking forward, Carol Stevenson suggested vertical flags along Ocean Drive or along the Route 1 corridor. With wind being a major factor along Ocean Drive the group leaned more toward exploring the Route 1 corridor option. Carol volunteered to research costs and style and present to the CEC prior to the 2014 budget request season.

Department of Forestry Services – Phragmites Community Education and Control

Sue showed the group photographs of phragmites in South Bethany as taken by Kyle Hoyd and Marcia Fox, Department of Forestry Services following their July 10th visit to SB. She informed the group that there is potential grant money available to be part of a coastal initiative directed at the growth and spread of phragmites and its impact on fire safety. Sue noted that she and Don and Mel will meet again with DFS on Tuesday, July 31st to further discuss this potential funding opportunity. Don also toured the phragmites sites with a representative of EnvironTech to get a cost estimate on spraying certain areas in South Bethany. Sue also noted that DFS is developing notifications that could be sent to SB property owners interested in participating in the spraying initiative. Sue is also working on developing community educational materials about phragmites including what it is, what it looks like, and what can be done about it with information she has received from DFS.

Department of Forestry Services – Urban and Community Forestry Grant Program

Sue announced that she and Don are finalizing an application requesting \$5,000 from DFS for additional tree plantings along the Route 1 Median (eight sweet bay magnolias

across from Tern and eight River Birch across from Kent Place) and at two locations along the Route 1 Pedestrian Walkway (four crepe myrtles near Petherton and four crepe myrtles near the Henlopen). The grant requires an even match which they have been able to substantiate through volunteer and employee time and use of town equipment. The grant is due August 1; award announcement will be made Sept. 1.

"Would You Like to Increase Your Rental Income?" Flyer

The group reviewed the FINAL draft flyer which reflected all comments made by the group. The group confirmed approval of the FINAL draft. The group agreed on the following distribution plan: 1) distribution via a Fall (this is sent to notify rental properties of the October rental tax due date) and Spring 2013 Rental Declaration Letter; 2) *Email News Update*; 3) posting it on the CEC website section; and 4) explore Realtor distribution. John mentioned with the need to further distribute all CEC-sponsored flyers, contacting a business/realtor to sponsor the purchase of realtor boxes to place around town.

Update on the Adopt-A-Canal/Road End Program

Using the same vendor as last year, Sue announced that all Adopt Beauty Contest signs are complete and this year the signs feature wording on both sides! At very minimal cost, the contest will include online voting as well as onsite voting. The committee has worked hard to develop an appropriate format for the voting process. Adopters are submitting photographs to be included with the online voting. The contest will span a two week period from Saturday August 18th through Sunday September 2nd. A total of 13 (possibly 14) canal/road end gardens will be participating in the contest. Announcement of the contest will be made via the town's Email News Update.

Conclusion

The Committee agreed to not hold a meeting in August. The Adopt Committee will meet on Thursday, September 6th at 10:00 am to determine the results of the Adopt Beauty Contest. Sue will send proposed date options for a September CEC meeting to all committee members within the next few weeks.

REMINDER: Pick up a copy of *Going Green on Delmarva*, Summer 2012 issue and read the article on page 18 and 19 written by Laura Walter – "Water off the road – Green in the Middle: South Bethany's Dual-purpose Highway."