



COMMUNITY ENHANCEMENT COMMITTEE MEETING SUMMARY

TUESDAY, MARCH 12, 2013

TOWN HALL MEETING ROOM

The Community Enhancement Committee held a meeting on Tuesday, March 12, 2013 at the Town Hall meeting room from 10:30 am to 12:00 pm. The following individuals were in attendance: Sue Callaway, Chair; Donna Farrow; Diann Nazarian; Sharon Nonn; Carol Stevenson; and Ron Watts, Maintenance Supervisor. Also in attendance was Pete Brockstedt, Code Enforcement Inspector.

Sue Callaway welcomed everyone to the meeting. There were no public comments. She led the discussion on the first item on the agenda.

Overview of Proposed FY 2014 CEC Budget and Estimates for Landscaping Projects

The group reviewed the CEC Budget Form that was submitted to the Finance Committee for initial review and then incorporated into the Town's overall draft budget for FY 14. After review by the Town Council, Sue noted that all items requested by CEC remain in the current draft form of the Town's proposed budget. In addition, Sue pointed out that as planned, funds remain in the FY 13 to purchase items necessary for this spring's landscape projects such as mulch and plants. In addition to the routine landscape projects, future approved FY 14 projects include the street signs; landscaping of one canal end along York Road; and testing of solar lighting along Ocean Drive.

DRAFT Solid Waste Ordinance: Status of proposed ordinance and Development of Community Education Flyer

The second item on the agenda was a review of a draft communication flyer prepared to distribute to South Bethany property owners to promote understanding and specific requirements within the Town's forthcoming (2nd reading completed on March 8, 2013)

Solid Waste Ordinance. Sue presented the draft flyer on the screen and discussion about the Ordinance and the flyer was led by Pete Brockstedt and Sue Callaway. The review was a very good test of the flyer's content and pointed out the items most challenging to understand i.e. the definition of "curbside"; the continued use of current bins; the meaning of ANSI; and a few other details. Sue incorporated the CEC comments into the draft and forwarded the draft flyer to Council Members Jim Gross, Al Rae and George Junkin, who are part of the review process.

Public Works Update

Ron Watts stated that 180 yards of mulch were used in landscaping this spring and that the current mulch purchase came in \$1100 under estimate – this cost included the purchase of river rock used with the Route 1 bioretention beds and the pedestrian walkway rain gardens. Sue thanked them for doing such a good job and the group agreed that the stones made a significant visual and water retention improvement. Ron suggested that CEC consider an option of filling the base of one bio retention bed with rocks to eliminate the need for mulch and the loss of mulch that occurs during exceptionally heavy rainstorms. Sue said she sees the merit of this potential consideration but the premise behind the original plan was that the grasses and plants would grow thick enough to eliminate the future need for mulch. Sue added that Lord's Landscaping would be planting additional Shenandoah grasses in April. Also, bids were now being accepted for landscaping the Richard Hall Memorial Park, the Route 1 circle beds and the Welcome areas. Ron added that 3 – 4' camellias had been ordered to plant in front of Town Hall this spring. Ron stated that all the trimming of trees and bushes had been completed along Route 1 and elsewhere in town.

Ocean Drive Test Lighting Project and Street Signs

Sue stated that early results of the OD test lighting project indicate greater neighborhood favorability for the South 5th Street light than the North 2nd Street light. The test will continue through the coming months to gain more reaction from property owners returning for the summer season. In addition, Sue said Don Chrobot had catalogues of solar lights that would be purchased for use at 2-3 test locations along Ocean Drive. CEC would review these at the April meeting. The new street signage along Route 1 (funded with MSA funds) will not take place until the fall 2013 as the summer season is too busy for Public Works to focus on the sign tasks.

Town Hall Sign

Sue presented the final draft mock version of the proposed Town Hall directional sign to replace the one currently on Russell Road. The CEC liked the new sign and agreed on three final comments for changes. Sue forwarded the changes to SB property owner

Lori Cicero who is working with 84 Lumber on developing the sign. The CEC thanks Lori and her husband Frank for this great contribution. The new colorful sign will make a remarkable difference and its design offers the potential to be used in other town products.

Update on Communications & Public Relations Brochure

Sue briefly summarized the final products recently completed by the town's Communications & Public Relations Committee. The photos and informational content, reflect the CEC's desire to promote community enhancement and marketability. The group liked the colorful map and saw this as a great product. Sue also highlighted the Committee's Meet and Greet with Realtors event that occurred in February. The CEC goal is that this will carry over to property improvement, especially with rental homes and those on the resale market. Sue noted that SB Website improvements are also underway and that they had met with Beach-Net to discuss changes.

East – Side Bio-Retention Project

Sue announced that CIB had been awarded the grant funds for the East-Side Bioretention project and work on that initiative is scheduled to begin in late spring to early summer. Council member George Junkin will keep CEC apprised of their schedule. The Town of SB has committed \$10,000 to this project which will be used to landscape the bioretention beds along the east side of Route 1. This will greatly improve the appearance of Route 1 and also further promote better water quality.

Earth Day – April 22, 2013 – Ideas?

The group decided that the most appropriate idea for a potential Earth Day project was the landscaping of the York Road Canal End. Sue will coordinate this project with Don Chrobot and notify committee members of the logistics. The original landscape plan approved by CEC will be followed. In response to the idea of cleaning up the wooded area of Richard Hall Memorial Park, Ron mentioned that an individual was undertaking that work as a community service commitment.

Adopt-A-Canal Program

Sue noted that all targeted outreach letters had been mailed to those homeowners who live near or adjacent to the canal ends considered the highest priority for adoption. Sharon Nonn stated that she had thus far received only one email response to the letters. Sue noted that the following adoptions were in process – Lori and Frank Cicero are adopting the canal end between West 2nd and W. 3rd; Eagle Scout Trystan Smythe is adopting a canal end between Godwin Place and Kent Place; and Pat Voveris is

planning to adopt another Canal End along Route 1 between Henlopen and New Castle Roads. The group also agreed it needs to review the current adopters who should receive a two year renewal letter this year.

Conclusion

The Committee agreed to meet on Tuesday, April 23rd at 1:00 pm.

The group adjourned at 12:05 pm