



COMMUNITY ENHANCEMENT COMMITTEE

MEETING SUMMARY

THURSDAY, OCTOBER 23, 2014 – 10:00 AM – 11:30 AM

TOWN HALL MEETING ROOM

The Community Enhancement Committee held a meeting on Thursday, October 23, 2014 at the Town Hall Meeting Room. The meeting was attended by Sue Callaway, Chair; Donna Farrow; George Junkin; Diann Nazarian; Kent Stephan; Bobbe Stephan; Carol Stevenson (via remote access); Pat Weisgerber; and Don Chrobot, Maintenance Department. Prior to the beginning of the meeting, a motion was carried to approve Carol Stevenson's participation via remote access.

Public Comments and CEC Member Comments

Diann Nazarian announced that the South Bethany Women's Club was planning to purchase and arrange fall decorations for the North and South Welcome Bed areas. The work date set was that afternoon after they purchased the supplies. Pat Weisgerber offered to help with the decorating. Sue thanked Diann and will send an email of thanks to Lora Caputo, President of the SB Women's Club.





*Thanks to SB Women's Club Members: Left to Right:
Pat Weisgerber, Diann Nazarian, Sally Baker and Lora Caputo,
SB Women's Club President*

Kent Stephan stated that several recent studies showed the positive relationship between community enhancements and increased property value and higher rents. He added that an additional study showed that malls found a relationship between better decorated malls and increased shoppers and store purchases. Todd Stevenson provided this research information to Kent. Sue Callaway requested that Kent forward him the studies for further review and possible posting on the CEC website.

Update on Ocean Drive Art Boards

Sue presented a review of the final versions of Artist, Photographer, and local SB artists' flyers to be used to solicit artist participation in the Art Board Initiative. The group reviewed each flyer and made editorial changes for several areas. The group agreed on the cost structure for professional artists, photographers and local South Bethany artists which impacts the CEC's FY16 budget request. Sue agreed to make the suggested changes and forward the final versions to the committee for FINAL review. Sue will reach out to Tara Grim and Jeannie Mueller at Gallery 26 and forward the final flyers to them. If helpful, Sue will offer to present an overview about the program at a Gallery meeting.

Review of FY 15 CEC Budget and Preparation of FY 16 CEC Budget

Sue presented a DRAFT CEC budget proposal for the group to review. The scope of work was divided into the following categories: the Adopt-A-Canal/Road End Program; Phase 4 of the Street Sign Project; the Ocean Drive Light Project; Print Materials; South Bethany Landscaping; and the Ocean Drive Art Initiative. The group agreed on the funding requests. Some editorial changes were made to the content of the proposal which Sue will include in the revised version.

Kent Stephan presented the following introductory language for the budget proposal which Sue noted she would include in her budget presentation at the Town Council Workshop that afternoon.

This budget continues the CEC's Council-approved mission of enhancing the Town to increase property values and improve the quality of life. The budget continues the process of making modest improvements each year with the overall focus being on: Ocean Drive; Route 1; Canals; and Town Hall and the Cat Hill Entry.

The connection between the CEC's efforts and improved quality of life are hard to deny. Now there is strong evidence of a positive cause-and-effect relationship between community enhancement and property values. Controlled studies link landscaping to property values.

We are experiencing a building boom in South Bethany – even though Super Storm Sandy was predicted to kill demand for SB real estate.

ADDENDUM

At the Town Council Workshop, Treasurer Tim Saxton suggested removing the expenses for mulch from the CEC budget and moving them to the Public Works budget. Sue agreed, after Mel Cusick saw no problem with it as long as the increase in Public Works budget was not viewed negatively.

Next Meeting Date

Meeting followed by Annual CEC Christmas Party on Thursday, December 11, 2014 at 10:30 AM.

Please bring your favorite dish to share. SB Town employees and spouses are invited so plan accordingly!