



Commissioners of Leonardtown

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J. HARRY NORRIS III
Mayor

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LASCHELLE E. MCKAY
Town Administrator

Commissioners of Leonardtown **Town Council Meeting Minutes** **June 14, 2010 ~ 4:00 P.M.**

Attendees: J. Harry Norris, Mayor
Walter Wise, Vice President
Dan Burris, Councilmember
Thomas Collier, Councilmember
Roger Mattingly, Councilmember
Leslie E. Roberts, Councilmember

Also in attendance were: Rebecca Sothoron, Town Treasurer; DeAnn Adler, Plans Reviewer; Teri Dimsey, Recording Secretary; Jackie Post, Fiscal Clerk; John MacDonald, Olde Town Pub; Judy Atkins, Public Observation; Dina Kulp, Rustic River; Tony Wheatley, Capital Projects; George Abell, Resident; Cpl. Smolarsky, SMCSO. A complete list of attendees is on file at the Leonardtown Town Hall.

Mayor Norris called the regularly scheduled meeting to order at 4:03 p.m. and called for the recitation of the Pledge of Allegiance.

Mayor Norris proceeded to take up the first item of business.

Approval of Minutes:

The meeting minutes for May 10, 2010 Town Council meeting were presented for approval.

Councilmember Burris moved to approve the May 10, 2010 Town Council meeting minutes; seconded by Councilmember Wise; no further discussion, motion passed unanimously.

Ms. McKay stated that there is an addition to today's agenda. Budget Amendment 06-10 will be under the Treasurer's report.

COUNCIL: WALTER WISE, *Vice President* DANIEL W. BURRIS
THOMAS R. COLLIER ROGER L. MATTINGLY LESLIE E. ROBERTS

Treasurer's Report – Ms. Sothoron

Ms. Sothoron reported that during the month of May, \$200,000 was transferred to the LGIP.

We did receive the full reimbursement from State Highway Administration for the parking lot behind the Sterling House. Although we managed that project, no Town funds were involved, we did get reimbursement from the State.

During May we had 9 Occupancy Permits issued, one of those was for the CSM Wellness Center.

We are 92% through the budget year.

We did receive the third quarter income tax distribution and it was the same as the second quarter income tax distribution. There was no reduction and it does appear that we will meet our adjusted income tax budget amount for fiscal year 2009.

The Budget Amendment is BA 06-10 – Wharf Legal Expenses. We continue to incur legal expenses and this is a request for an additional \$15,000 to be brought forward for fund balance to ensure we do have enough funding.

Member Collier moved to approve the request for Budget Amendment BJ 06-10 – Wharf Legal Expenses; seconded by Member Burris, no further discussion, motion passed unanimously.

Planning Report – DeAnn Adler

The Planning and Zoning meeting was held on May 17, 2010. There were two cases to be heard:

Case # 64-04.3 & 64.04.5A & 64-04.4 – Leonard's Grant Phases 3, 4 and 5A – Request for final site plan approval. This request was approved.

Case # 110-08 – 22840 Lawrence Ave. – 6 Unit Apartment Building – Request for final site plan approval. This request was also approved.

The Planning and Zoning Commission meeting scheduled for Monday, June 21, 2010 has been cancelled as there are no cases to be heard. The next meeting is scheduled for July 19, 2010.

Deputy Report - Deputy Smolarsky

Deputy Smolarsky reported that recently there has been a rash of motor vehicle burglaries. In particular, they targeted all unlocked vehicles in the Academy Hills development. She put out a notice to the HOA informing them of the burglaries and stressed they inform their neighbors to please lock their cars. She also wrote an article for the upcoming Beacon on security and safety.

Town Administrator Report – Laschelle McKay

Ms. McKay stated that the first item is the Leonardtown Business Association Marketing Committee presentation. The marketing committee has been working very hard to implement a strategy to offer LBA members a greater benefit for being a member of the association. They tabulated the results of a recent member survey and they are presenting the findings today.

Ms. Theresa Johnson and Ms. Katherine Stormont, co-chairs of the Marketing Committee are with us today. There are also a few of the other committee members in attendance too.

Ms. Johnson noted joining them today is the LBA President, Dan Norris, Vice Chair, Joe Orlando and members Carol Wathen and Carolyn Laray.

She proceeded to report that the LBA took the opportunity to send the survey to about 200 members, both commercial owners and non-LBA members; we wanted a robust survey to give us some good results back.

We received about 45 responses back and we felt that was a good response rate. Of Those 89% were LBA members but 11% was outside the LBA and that was nice to see. 73% are satisfied or very satisfied with the member benefits and when we asked them specifically what member benefits they felt were very valuable they had the opportunity to select more than one. So what we found was that they all ranked very close within a tenth of a percent. So they thought that the five benefits were very valuable to them. But business to business communication didn't count for the rest of them. Free and open communication with Town officials was very important to the businesses.

When we asked them about events, 60% felt that the events were productive to their business. 35% were unsure and when we detailed down we found that they were mostly service oriented businesses who were not sure if they were bringing foot traffic into their businesses. We listed ten events and asked them to rank them in order with number one being the one they felt was most productive to their business or most valuable. We asked this question in two different ways so that we were sure that the results coming back were valid. The top three were Christmas on the Square, First Fridays and Earth Day with Beach Party ranking very close to third. 65% want their marketing dollars spent towards recruiting efforts. They would like to see the marketing dollars spent in business development and recruiting businesses to Leonardtown. Close second was streetscape initiatives including banners, parking signage, welcome information, branding or image building for all of Leonardtown and then event support.

From this information we came up with three marketing goals and tactical items. They would be member support such as a welcoming kit to new members, what you can do to be a part of First Friday and how to take advantage of these member benefits.

The next goal would be to create a marketing summer strategy, really looking to take it into a seasonal kind of schematic marketing and branding effort.

Lastly, the plan is to come up with a comprehensive brand identity. The first idea is to launch a summer strategy, then move into a seasonal yearly strategy.

Ms. McKay asked all of the members to stand and be recognized and pointed out how diligent they have been to find out what was really important to the businesses.

Ms. Johnson remarked that we have also been focusing on a membership drive and thanks Ms. McKay for her assistance. We are now up to about 70 members and last year at this time we had 37 members. Our goal is to reach 100 members.

Mayor Norris asked if in the survey was there any information that surprised the group that you found interesting or may not have considered.

Ms. Johnson responded that we didn't think the events would be considered so wonderful. We did think that some of them found the events to be counterproductive but once we detailed down it was mainly the service oriented businesses. There were some comments about closing down the streets that it was counterproductive to their business but in an overall general sense they felt that retail businesses felt that it was productive.

Ms. Johnson also thanked her intern, Megan Burris, who put together all the survey and presentation information.

The Council Members thanked the LBA group for all their efforts and presenting their results to assist the Town in the future growth of businesses.

Ms. McKay introduced Mr. Hans Welch and Mr. Steve Whetstone who are here to thank the Town for hosting the Pax Velo Criterium.

Mr. Hans Welch thanked the Council Members, the Town, Leonardtown Fire Department and Rescue Squad, the Leonardtown Business Association, Julie Lemmon and Ms. McKay for having the group once again host the Pax Velo Criterium throughout downtown Leonardtown.

Mr. Welch noted that they had 240 racers that day. The whole incident with the tacks really did not put a damper on the Town from the racers' perspective. The racers love the venue here, especially with the streetscape. The Town looks beautiful and they loved being in Town. We believe the numbers will increase for the next race.

Mr. Whetstone remarked that he read a lot of comments afterwards and the racers did love the venue; they feel it is a unique event and want to come back.

Mr. Welch and Mr. Whetstone informed the Mayor, the Council Members and Ms. McKay they were honorary race members and presented them with framed race numbers as worn by the racers. In particular, the one for Mayor Norris is number 28 which reflects the year of 1728 when the bicycle first came to Leonardtown, as noted by the written description down at the Wharf, which they used at the theme for the event, the "Bicycle is Back".

Mayor Norris noted that the race was successful and received very well as Mr. Welch did go door to door and business to business and prepared them for what they could expect and any inconveniences they may suffer.

Mr. Welch commented that there were lessons learned and they will take them into account and make improvements for the next event.

Zoning Ordinance Revision Update - Ms. McKay reported that the Comprehensive Plan is finalized and we will continue on with a review of updating zoning maps. We have a list started but if anyone has any items they would like to have reviewed, please inform Ms. Adler.

Woodlawn Lawn Care Contract Extension – Ms. McKay reported that the lawn care contract was bid in 2007 and a three year contract was awarded to Woodlawn Lawn Care and the only other bid we received was Grover’s Landscape which was 16% higher than the Woodlawn bid. Mr. Wood has agreed to maintain his 2010 bid price for another year and we allow in the contract for two one-year extensions. Also, for your consideration, we are at the initial stages of the maintenance of the streetscape and Mr. Wood has given us an estimate for the budget but will be refining the care and maintenance for a final number.

Member Mattingly inquired as to when the Town will take over.

Ms. McKay noted that they are waiting on a change order from the State and as soon as the crosswalk is resolved they will come back and finish that up. There will be a walk through, and it may be resolved in a few weeks.

Mr. Wood has had the contract for over ten years and has donated a significant amount of his own time and monies for many Leonardtown sites, such as reseeding Leonardtown Wharf.

Member Roberts moved to approve a one year contract extension to Woodlawn Lawn Care; seconded by Member Collier, no further discussion, motion passed unanimously.

Church Street Water Tower Discussion – Ms. McKay reported that they spoke with the engineers of Stearns and Wheler who had an idea of looking at running a pipe from the Tudor Hall Tower down and demolishing the Church Street Tower. This is something that was looked at several years ago. At that time the report showed that we needed that tower for fire flow downtown. There was mention in the water/sewer plan that eventually improvements would be made when the Tudor Hall development moved forward. We did receive a proposal for Sterns and Wheeler to look at for \$500 to develop the bid price estimates for the construction of the new line, \$500 for the cost of demolishing the Church Street Tower and a larger item for running the model and I would propose that we suggest they look at this for a maximum of \$500. There may be potential for design and engineering but I do not recommend paying such a large amount of money for running a model. We do not have a lot of time as the project is out to bid and we need your feedback to determine the next step.

Mayor Norris remarked that it has changed direction and it is a bigger project and more costly than anticipated.

After some discussion, it was determined that Mayor Norris would speak with Mr. Sturdevant of Stearns and Wheler and see if it can be negotiated to something reasonable and inform Council of the results.

Ms. McKay reported that the Rt. 245 Traffic Planning Study is complete and a final draft is expected shortly. The next step is to determine a date and time for the consultant to give a presentation. The committee felt it would be good to have a presentation to all of the participating stakeholders, St. Mary's Hospital, St. Mary's County Commissioners, the College of Southern Maryland and the Town. The consultants were not available today nor are they available for the July meeting which means we will have a special meeting to include all of the stakeholders.

The Council Members agreed to the consultants giving a presentation during a special meeting to include all of the stakeholders.

Ms. McKay stated that there is a walk this weekend being held by the St. Mary's County Historical Society. And, there were 90 people who attended the sunrise yoga class being held at the Leonardtown Wharf.

Mayor's Report

Mayor Norris reported that the Lion's Club held their annual Crab Festival on Sunday and it turned out to be a huge event and was very successful. Many people asked for locations of places to dine and directions to the new winery. Nice to see one event feeding off of other events, which is what tourism is all about.

Mayor Norris stated that he met with Tim Jeffis who lives in town and arranged for some navy divers down at the Wharf on Saturday. They pulled up almost 80 different bits of debris, posts, logs, bricks, cinder blocks and a lot of pilings, some 3 to 5 feet. They identified four large obstructions and they have arranged for David Guyther, St. Mary's County Parks and Recreation, who is cleaning up many of the county boat ramps, to pull them out of the water.

Mayor Norris moved onto to the next order of business.

Council Reports

Events - Councilmember Mattingly:

Member Mattingly reported that two restaurants recently opened the Front Porch and the Leonardtown Grille and everyone should stop by to try them out.

Upcoming Events of Interest/Meeting Reminders:

<u>Date</u>	<u>Time</u>	<u>Meeting</u>
Sunday, June 13	11 AM-5 PM	SMC Crab Festival @ St. Mary's County Fairgrounds
Monday, June 14	6:00 PM	Flag Day Celebration @ Potomac Building Lawn (formerly Governmental Center)
Wednesday, June 23	5:30 PM	Chamber Business After Hours at a Southern Maryland Blue Crabs Game

Upcoming Events of Interest/Meeting Reminders:

<u>Date</u>	<u>Time</u>	<u>Meeting</u>
Saturday, July 10	7 – 8 PM	St. Mary’s River Concert Series on location in Leonardtown on the Square
July 25-August 8		Savor St. Mary’s Restaurant Week- “Buy Local, Eat Local, Support the Community!”
Friday, August 6	5-8 PM	First Friday Celebration
Saturday, August 7	4 - 9 PM	Beach Party on the Square
Thursday, August 12	4 - 10 PM	“Lil” Margaret’s Bluegrass & Old Time Music
Friday, August 13	3 – 11 PM	Festival
Saturday, August 14	9 AM–11 PM	

Ms. McKay noted that the buy-boats will be down at the Wharf for the First Friday event and they will be easier to dock at the Wharf with the debris out of the way.

Streets and Roads – Councilmember Wise: **No Report**

Capital Projects – Councilmember Collier: **No Report**

MML/SMMA – Councilmember Roberts:

Member Roberts reported that the MML Convention is coming up June 27th to June 30th. She will be attending along with Mayor Norris, Roger Mattingly and Walter Wise.

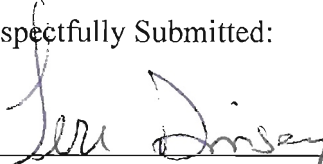
Mayor Norris stated that he and Member Burris will be meeting to discuss the areas and items he will be reporting on.

Member Burris stated that at the moment he is compiling lists of the types of businesses we would like to recruit so if anyone has any ideas, please let him know.

Mayor Norris entertained a motion to adjourn.

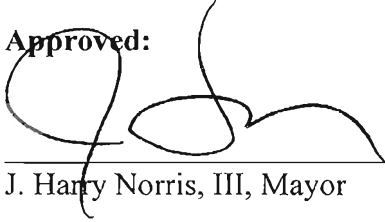
Councilmember Burriss moved to adjourn the meeting at 4:52 p.m.; Councilmember Collier seconded the motion, which passed unanimously.

Respectfully Submitted:

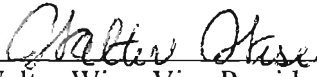


Teri Dimsey, Recording Secretary

Approved:



J. Harry Norris, III, Mayor



Walter Wise, Vice President

Daniel W. Burriss, Councilmember



Thomas R. Collier, Councilmember



Roger L. Mattingly, Councilmember



Leslie E. Roberts, Councilmember