

**Minutes**

Comprehensive Development Plan Working Group  
 June 25, 2016 Meeting  
 Dewey Beach Town Hall Annex  
 1505 Coastal Highway, Dewey Beach, DE 19971

**9:00 am Open.**

The meeting was called to order by Chair David King. Present were Working Group members Elaine Bole, Dave Davis, Jim Dedes, Dave Ferry, Julie Johnson, Beth Caruso, Jimmy O’Conor, Gary Persinger, TJ Redefier, Mark Richardson, Paul Roessel, and Larry Silver; Ad Hoc member Jim Tyler; and members of the public, including Ed Beste and Rick Judge.

Approval of the Agenda. There was consensus on the agenda in its advertised format.

Approval of June 11, 2016 Draft Minutes. A motion was made and seconded to approve the draft minutes with minor editorial amendments. Some additional amendments of an editorial nature were raised, and there being no further discussion, this motion was passed by unanimous voice vote.

**9:06 am Discuss and possibly vote on one or more survey instruments to assess demographics and opinions of Dewey Beach stakeholder groups, including property owners, businesses and visitors. (Led by Gary Persinger)**

Gary Persinger led the discussion on the two initial surveys that the work group plans to conduct – a survey of residential property and commercial business owners and a survey of visitors to Dewey Beach. Gary thanked all those who had provided comments on the survey and noted that all comments received prior to the time of public notice of today’s meeting were incorporated in the current draft. Additional comments were received during the past week and these comments are now incorporated in a new draft. He briefly reviewed the latest comments received.

- Develop some consistency between the two surveys so that responses could be compared directly between owners and visitors. The two questions that seek views on the top positive characteristics of Dewey Beach and top characteristics that need improvement will appear on both surveys.
- Add a question about expanding the shoulder seasons in addition to the question about year-round town.
- Format “check all apply” instructions to be more noticeable.
- Consider some adjustment to question on resident status and owner of multiple properties
- Include a comment section at the end of the surveys.
- Consider including “availability of public restrooms” in the question asking about things needing improvement or change. Members agreed with this addition.
- Should there be some consideration for seniors in the survey? Work group members recommended not including anything relative to seniors.

1 Work groups members discussed the possible options for respondents to indicate their resident  
2 status. Members generally were comfortable with three options – Primary or full-time resident,  
3 part-time or seasonal resident, and non-resident. Single or multiple property ownership can be  
4 handled in a separate question. The group also discussed who would receive the surveys.  
5 Discussion focused on the town mailing list of owners and the town’s email list. Questions in the  
6 survey about resident status, property ownership, and other demographic questions will allow us  
7 to understand how various groups’ opinions differ. We will not prioritize groups but want to  
8 understand how opinions differ.

9 Other points of discussion included:

- 10 • The term “family-oriented” will be used throughout the questionnaires, replacing other  
11 similar terms.
- 12 • In questions about positive and needs improvement characteristics of DB, accessibility to  
13 ocean beach and accessibility to the bay will be included as separate items.
- 14 • Both nighttime entertainment and party atmosphere will be used among the options to be  
15 considered as characteristics to be considered as positive or needs improvement  
16 characteristic about the town.
- 17 • Agreed that demographic questions should remain at the end of the questionnaire to avoid  
18 divisive reactions
- 19 • Add a question about amount of time respondent spends in Dewey Beach over the course  
20 of a year. Question will include ranges as options for response.
- 21 • Delete question 9 in owners survey regarding “current trend in redevelopment of  
22 residential properties”
- 23 • Question 10 should read “Existing zoning codes” not building codes.
- 24 • Delete question 11 about town code effectively enforced and equitably applied.
- 25 • Add “commercial” to all questions using term business owners
- 26 • Add time share owner as stakeholder type
- 27 • Add agree/disagree question – I feel safe when walking or biking along Route 1.
- 28 • Allow family members of property owners to respond. Property owners of record will  
29 receive the survey invitation and they will be asked to share the survey link with adult  
30 family members if they choose.
- 31 • Primary data collection method should be through the Internet. Owners will receive  
32 communication asking that they go to survey monkey web address to access and  
33 complete the survey. Anyone without a computer or mobile device can visit town hall  
34 and get a paper copy of the survey.
- 35 • The potential for multiple responses from a single respondent can be reduced using tools  
36 available in the Survey Monkey software. Only one response is allowed from a specific  
37 device. Survey Monkey also tracks IP addresses, so that we can scan and reject multiple  
38 responses from the same IP address.
- 39 • Business license holders with a commercial business in town will be asked to respond.  
40 Only the owner of the business will be asked to respond.

- 1 • Gary recommended, and the work group members agreed, that the town should sign an  
2 agreement with Survey Monkey to conduct the survey. He recommended a Gold Plan for  
3 \$300 that provides an appropriate set of tools for the survey.
- 4 • Both surveys should begin as soon as possible after July 4th holiday. The plan is to  
5 conduct the owners survey through the end of August with one or two interim follow-up  
6 communications to encourage response. Respondents will be notified in last follow-up  
7 communication that responses must be in by August 31. Visitors survey will continue  
8 into October to include shoulder season visitors.
- 9 • Elaine Bole will design postcard for owners survey for town to mail. For Visitors Survey,  
10 business owners, hotel, motels will receive business cards that include the survey link to  
11 encourage them to complete survey. A few sandwich boards or table tents will be made to  
12 display information about the survey including the survey link. Will consider scannable  
13 code on the cards and boards that will link to survey. We plan to send information about  
14 the visitors survey to owners with rental licenses to share with their renters. Members of  
15 the workgroup volunteered to distribute business cards to cooperating business owners.
- 16 • Gary will work with the Town Manager to sign contract with Survey Monkey. Assuming  
17 materials are available, the town should be prepared to label and mail during July 4<sup>th</sup>  
18 week. For the Visitors Survey, Elaine will design business cards and tent cards as soon as  
19 possible – 5000 copies of business cards and 100 tent cards.
- 20 • No prizes will be used as incentives for response.
- 21 • Mark Richardson agreed to test feasibility of canvassing visitors on beach to complete  
22 survey.

23 [Ed. Note: The final survey instruments will be posted on the Town’s web site under the July 16,  
24 2016 CDPWG meeting event.]

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27 **11:25 am Discuss and possibly take consensus votes on draft materials for inclusion in**  
28 **the history portion of the “History and Vision” section of the 2016 Comprehensive**  
29 **Development Plan. (Led by Dave Davis)**

30 Dave Davis introduced the draft materials for the “history and vision”, which he took verbatim  
31 from the 2007 plan with minor changes to update the value of loss from the 1962 storm. It was  
32 noted that the “30,000 visiotrs per year” needed to be corrected to something like 30,000-plus  
33 thousand of visitors each week.

34

35 David King had some comments, and will add them to an updated version. Anyone else with  
36 comments or input, including cultural events was asked to direct them to King in the following  
37 week for inclusion in the dated draft for consideration at a subsequent meeting.

38

39 Dave Davis noted that the section describing the process used in developing the comp plan will  
40 have to be rewritten when we are done (language taken from the 2007 plan as a placeholder).  
41 The general goals come directly from the Town’s Charter. The draft planning goals were derived  
42 from the early draft objectives we previously discussed (which had been updated in subsequent

1 meetings and will be updated to reflect the current language). There will be more detail on the  
2 objectives/goals in the body of the comp plan.

3  
4 TJ Redefeer raised the issue that he felt the vision should be simpler; one per major category, e.g.,  
5 community, environment, infrastructure, ... There was a lot of support for this, and **TJ Redefeer**  
6 **was asked to provide appropriate draft language for the next meeting.**

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8  
9 **11:40 am Discuss and possibly vote on a recommendation to the Town Commissioners**  
10 **on progress made toward achieving the goals, objectives, and recommendations of the**  
11 **Town's 2007 Comprehensive development Plan, for submission to the State Office of**  
12 **Planning Coordination. (Led by David King)**

13  
14 King explained that the Town is required to report back to the Delaware Office of State Planning  
15 Coordination (OSPC) on the progress toward achieving the goals, objectives, and  
16 recommendations of its current (2007) Comprehensive Development Plan (as are all towns in  
17 DE). In the past, the initial report to OSPC and subsequent annual updates to this report were  
18 drafted by the Planning Commission, and forwarded as a recommendation to the Town  
19 Commissioners for their review, possible amendment, and approval prior to being sent up to  
20 OSPC. The two draft documents distributed for this meeting were copies of the  
21 recommendations from the Planning Commission in 2014. The listed elements, goals, objectives,  
22 and recommendations come directly from the Town's 2007 plan, and the level of progress is the  
23 cumulative level of progress to date. This year the Planning Commission Chair asked the  
24 CDPWG to undertake preparation of a draft for the Town Commissioners review. This serves an  
25 important, if secondary purpose, to familiarize us both with the goals, etc of the 2007 plan and to  
26 see how the specific language used is, or is not, suitable for gauging progress. The final  
27 document will likely be used to create a synopsis of progress against the 2007 for inclusion in the  
28 2017 comp plan.

29  
30 **David King will arrange for the cover letter to be appropriately updated** (inserting correct  
31 dates and names).

32  
33 **CDPWG members were asked to review this document and to provide to Dave Davis any**  
34 **changes they believe should be made to this draft document IN TERMS OF STATUS OF**  
35 **PROGRESS TO DATE, to reflect progress through mid-2016.**

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38 **12:00 noon Comments, Homework Assignments, and Closing**

39 The next meeting is July 16, 2016 at the Bay Center on Dickinson Ave., 9:00 am to noon. With  
40 no further comments there was a motion to adjourn and a second. There was no discussion, and  
41 the motion passed by unanimous voice vote. (12:03 pm)