

TOWN MANAGER'S WEEKLY REPORT



UPCOMING MEETINGS & EVENTS ...

- ✓ **Sussex County Association of Towns:** Wednesday, June 4th, at 6:00 PM, hosted by Dagsboro at Cripple Creek Golf & Country Club
- ✓ **Sussex County Association of Towns Steering Committee:** Friday, June 6th, at 9:00 AM, Arena's at the Airport
- ✓ **Town Branding Presentation:** Wednesday, June 11th, at 5:00 PM, Sussex County Council Chambers
- ✓ **Town Council Meeting:** Wednesday, June 11th, at 7:00 PM, Town Hall
- ✓ **Planning Commission:** Wednesday, June 18th, at 6:00 PM, Town Hall

UPDATES FROM DEPARTMENTS ...

Finance

- As of May 22nd, the Town has collected:
 - \$940,818 (63%) in property taxes of the \$1,474,559 billed (due date is June 9th, 2014)
 - \$761,222 (92%) of the \$829,037 April utility billing (due date was May 7th, 2014)
- Disconnect notice mailed and properties posted – final payment date is June 13th, with disconnects scheduled for June 16th – 140 properties were noticed
- Remain on schedule for Fiscal Year 2014 – Year-end close on June 2nd, 2014

Planning

- North Georgetown Elementary Addition – Final Plans approved on May 28th, 2014
- Dunkin Donuts – Final Plan submission, engineer comments returned to applicant on May 29th, 2014
- Attended Historic District Review Committee meeting
- Attended FEMA webinars (Jamie Craddock, Jocelyn Godwin)

Police

- Significant Incident Reports distributed as received
- Demolition bids received by Fannie Mae for 101 Albury Avenue
- Follow-up on outstanding rental licenses is making progress
- Chief Topping received the FBI-LEEDA Trilogy Award (recognizing successful completion of Supervisor Leadership Institute, Command Leadership Institute and Executive Leadership Institute)

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Public Works

- Completed installation of the 17 new light poles on East Market Street
- Assisted with clean up of hydraulic oil leak (North Railroad Avenue & East Market Street) – responsible party is J. G. Townsend
- Thursday Concert Set Up (grass mowing, trash pick-up, stage set up, light tower placement)

Wastewater

- Large Lagoon depth is 14 ½ feet and Small Lagoon depth is 4 ¾ feet
- Met with Kyle Hoyd (Delaware Forest Service) in regard to tree concerns in Pettyjohn Woods
- Pump #2 at Gordy Street pump station pulled for new seals and wear ring installation

TOWN MANAGER'S UPDATE ...

- Served as Master of Ceremony for the Annual Georgetown Memorial Day Service
- Prepared correspondence to Senator Venables regarding Sussex County Family Court – copy provided to Council Members
- Met with Enterprise Fleet Management to discuss vehicle fleet and potential management solutions (Gene Dvornick, Laura Givens)
- Prepared and distributed Branding Initiative Press Release
- Conducted survey of new trees along East Market Street with Delaware Forest Service. One “Ivory Silk” will be removed and not replace (poor location). Future class for Public Works on proper pruning will be scheduled (Gene Dvornick, Bobby Fletcher)
- Presented East Market Street Improvement Update to Historic District Review Committee meeting (Sue Barlow, Jamie Craddock, Linda Dennis, Gene Dvornick, Jocelyn Godwin, Chris Lecates)
- Provided the Keynote Address at the Delaware Technical Community College Corporate and Community Programs Graduation Ceremony
- Facilitated meeting between downtown property owner and potential restaurateur (Gene Dvornick, Jocelyn Godwin)

***THIS REPORT AND ANY ATTACHMENTS ARE ONLY BEING SENT
ELECTRONICALLY UNLESS OTHERWISE REQUESTED***



Town of Georgetown Press Release

FOR IMMEDIATE RELEASE

May 29, 2014
Contact: Gene Dvornick
Phone: (302) 856-7391

Georgetown Branding Initiative Scheduled

Interested parties encouraged to participate in focus groups

Georgetown – The Town of Georgetown in concert with USDA Rural Development and the Delaware Economic Development Office has hired Arnett Muldrow & Associates to conduct a branding and marketing initiative for the Town of Georgetown and its historic downtown. The purpose of the effort is to create a consistent image package for the community and its partners to use to continue to build local pride, recruit investment to the community, and market Georgetown to visitors.

The marketing and branding resource visit for Georgetown will begin on Monday, June 9th with a series of round table meetings with various stakeholder groups. The public is invited to share their thoughts on the marketing image for Georgetown at one of the following focus group sessions:

<u>Location</u>	<u>Date</u>	<u>Time</u>
Georgetown Presbyterian Church – Tunnell Hall	Monday, June 9 th	10:00AM
Village of Cinderberry Community Center	Monday, June 9 th	6:30 PM
Town Hall (Merchant & Business Owner's)	Tuesday, June 10 th	8:30 AM
Marvel Museum – Barrel Barn	Tuesday, June 10 th	6:30 PM

The intensive process is designed to immerse the project team in the district and to provide a marketing and branding plan in a very short time frame.

The project team will then spend the following two days working on design concepts that will be presented to all interested parties, including the public, at the Sussex County Council Chambers at 5:00 PM on Wednesday, June 11th.

Arnett Muldrow & Associates, Ltd., with offices in Greenville, South Carolina, Wilmington, Delaware, & Seattle Washington, has completed branding and marketing programs for over 350 communities in thirty states.

For additional information, please contact the Town Hall at (302) 856-7391.

END

Downtown Improvements Update

Town of Georgetown
May 29, 2014



Tree Replacement

- Two (2) Varieties
 - “Ivory Silk” (White)
 - “Okame Cherry” (Pink)
- Trees Installed
 - November 2013
- New Grates Installed
 - Spring 2014
- Traffic Tolerant
- Suitable for Urban Setting



Light Pole Replacement

- Total of 17 Light Poles
 - Same Light Fixture
- Planter Arm
 - 7 On hand; Goal is 2/pole
- Flag Holder
 - 1/pole On hand
- Banner Arm
 - Future Goal
- Special Thanks
 - Georgetown Arts & Flowers



Policy & Procedures

- Historic District Review Committee
 - Permitted Uses
 - Potential for Expansion
- Downtown Design Guidelines
 - Materials ~ Look and Feel
- New Sign Ordinance



Initiatives

- Façade Improvement Program
 - Sign, Awning, Paint
 - Up to \$500.00 Matching Grant
 - Annual Program Review & Renewal
- Town Branding
 - June 9 – 11
 - Facilitated with Stakeholders
 - Unveiling on June 11, 2014



Future: Litter Receptacles

22 Gal Trash Can



Dome Lid



Future: Benches



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