

TOWN MANAGER'S WEEKLY REPORT



UPCOMING MEETINGS & EVENTS ...

- ✓ **Town Council Meeting:** Wednesday, October 8th, at 7:00 PM: Regular Meeting, Town Hall
- ✓ **Planning Commission:** Wednesday, October 15th, at 6:00 PM, Town Hall
- ✓ **Town Council Meeting:** Wednesday, October 22nd, at 7:00 PM: Regular Meeting, Town Hall
- ✓ **Delaware League of Local Governments:** Thursday, October 23rd, 6:00 PM, Duncan Center (Dover)

UPDATES FROM DEPARTMENTS ...

Finance

- As of October 3rd, the Town has collected \$1,424,068 (97%) of the FY 2015 Property Tax Billing (\$1,474,559)
- The October Utility Billing has been sent out, a total of 2,121 bills were mailed, with a total billing of \$913,166 – due date is November 7th, 2014
- The Town received the FY 2014 Payment in Lieu of Taxes (PILOT) from the State, total received was \$69,723 vs. amount budgeted of \$70,000

Planning

- Primeros Pasos Final re-submittal comments from Town Engineer received and forwarded to applicant
- Board of Adjustment granted signage approval for Microtel on October 1st, 2014
- Held Pre-Development Meeting with Sussex Academy regarding planned expansion on September 30th, 2014
- Building Permit Summary (September 2014)

Building Activity	September 2014	August 2014	September 2013
Permits Issued	23	21	27
Value of Improvements	\$150,929	\$853,205	\$1,626,899
Permit Revenue	\$1,250	\$4,640	\$8,615

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Public Works

- Curb painting continues
- Dawson & Bedsworth scheduled to begin directional boring for the new light fixture on West Market Street the week of October 6th
- Street lights along Layton Avenue have been repaired
- Work on the South Railroad Avenue Well & Treatment Project continues (see photos 1, 2, and 3)
- Old Laurel Road sanitary sewer line work continues

Police

- Significant Incident Reports and Press Releases distributed as prepared
- Code Enforcement Report – September 2014 issued and posted to website (copy attached)
- Police Department is hosting an ongoing Crime Scenes class for adults, coordinated through Delaware Tech
- Chief Topping participated in the following committee activities:
 - Division of Forensic Services
 - Drivers Privileged Card
 - Return Day Traffic Planning

Wastewater

- Large Lagoon depth is 3 feet and Small Lagoon depth is 5 feet
- Repaired several pieces of irrigation pipe at Pettyjohn Woods
- Completed hook up of Georgetown Plaza pump station force main to gravity main to Easter Seals pump station
- Pulled pump and rebuilt starter at Burton Street pump station

TOWN MANAGER'S UPDATE ...

- Supplied DeIDOT with request for reimbursement for engineering fees related to utility relocation along Patriots Way – formal agreement being drafted by DeIDOT
- Attended Return Day Traffic Plan Meeting (Gene Dvornick, Chief Topping)
- Completed FY 2014 NIMS Compliance Audit
- Answered Sussex Countian question regarding impact fees
- Progress Meeting for South Railroad Avenue Project:
 - ✓ 42% complete as to contract time (76 days/185 days)
 - ✓ 50% complete as to contract billing (\$782,734/\$1,555,647)
 - ✓ Project remains slightly ahead of schedule

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- Presented an overview of the Town Branding Initiative to the Georgetown – Millsboro Rotary Club
- Formalized final review of East Market Street Design Guidelines (Gene Dvornick, Chris Lecates)
- Met with representatives of the Microtel to discuss alternatives to a guardrail along the perimeter of their storm water management pond
- Attended Sussex County Association of Towns dinner meeting (Gene Dvornick, Steve Hartstein, Chris Lecates, and Bill West). Topic was Candidates Night
- Quarterly “Walk Around” in Ward 2 (Sue Barlow, Jamie Burk, Gene Dvornick)
- Met with new Comcast Cable Director of Government & Regulatory Affairs to review current franchise agreement and items to consider when renewal is due (Gene Dvornick, Laura Givens)
- Attended SCAT Steering Committee – discussion on the following:
 - ✓ Contract renewal for SCAT lobbyist
 - ✓ Health Care renewals with 40% to 80% increases
 - ✓ FEMA requirements (flood ordinance revision)
- Received formal notification of designation as a Credentialed Manager by ICMA



Photo 1 - Fluoride and Phosphate Room

TOWN MANAGER'S WEEKLY REPORT



Photo 2 - Pipe Gallery



Photo 3 - Electric Control Room

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

Code Enforcement Activity Report

Report Criteria:

<i>Location Type</i>	<i>Location Field</i>	<i>Date From</i>	<i>To</i>
All	All	09/01/2014	09/30/2014

Case Activity:

	<i>Burk, James</i>	<i>Total</i>
New Cases	80	80
Closed Cases	64	64
Open Cases at start of period	23	23
Open Cases at end of period	39	39

Violation Activity

<i>New Violations Cited</i>	<i>Burk, James</i>	<i>Total</i>
225-4 Advertising of Yard Sales	5	5
225-7 Violations and penalties (Yard Sales)	5	5
Accessory Structures	2	2
Addressing of buildings	1	1
Condemnation	7	7
Deposit and accumulation of grass clippings	3	3
Depositing garbage prohibited	10	10
Detrimental Objects	25	25
Failure of property owner to remedy; action by Town.	3	3
Height limit of other vegetation	19	19
Height of Grass	19	19
Indoor Furniture/Outside	2	2
Maintenance of trees and other vegetation.	1	1
Notice deemed effective for remainder of year.	17	17
Parking - Certain other parking prohibited	8	8
Permit for construction required	6	6
Rental licenses (applicant shall certify, in writing)	1	1
Rental/Business License	3	3
Roofs	2	2
Sign regulations for all districts.	2	2
Signs (Historic District)	2	2
Signs General Regulations	2	2
Signs Permitted in HD District	2	2
Signs, marquees & awings.	2	2

Trash, Collection	12	12
Vacant structures and land	1	1
Vehicles wrecked, dismantled, inoperable or unregistered on private property	2	2
Violations and penalties (Licensing)	3	3
Violations and penalties. (Grass, Bushes, Trees, Vegetation)	18	18
Yard Waste	1	1
Totals	186	186

<i>Location Type</i>	<i>Location Field</i>	<i>Date From</i>	<i>To</i>
Ward	1	09/01/2014	09/30/2014

Case Activity:

	<i>Burk, James</i>	<i>Total</i>
New Cases	18	18
Closed Cases	17	17
Open Cases at start of period	6	6
Open Cases at end of period	7	7

Violation Activity

<i>New Violations Cited</i>	<i>Burk, James</i>	<i>Total</i>
Condemnation	1	1
Deposit and accumulation of grass clippings	1	1
Depositing garbage prohibited	3	3
Detrimental Objects	6	6
Failure of property owner to remedy; action by Town.	2	2
Height limit of other vegetation	4	4
Height of Grass	4	4
Notice deemed effective for remainder of year.	3	3
Parking - Certain other parking prohibited	3	3
Permit for construction required	1	1
Roofs	1	1
Sign regulations for all districts.	1	1
Signs (Historic District)	1	1
Signs General Regulations	1	1
Signs Permitted in HD District	1	1
Signs, marquees & awings.	1	1
Trash, Collection	2	2
Vehicles wrecked, dismantled, inoperable or unregistered on private property	1	1
Violations and penalties. (Grass, Bushes, Trees, Vegetation)	3	3
Yard Waste	1	1
Totals	41	41

<i>Location Type</i>	<i>Location Field</i>	<i>Date From</i>	<i>To</i>
Ward	2	09/01/2014	09/30/2014

Case Activity:

	<i>Burk, James</i>	<i>Total</i>
New Cases	30	30
Closed Cases	21	21
Open Cases at start of period	9	9
Open Cases at end of period	18	18

Violation Activity

<i>New Violations Cited</i>	<i>Burk, James</i>	<i>Total</i>
225-4 Advertising of Yard Sales	2	2
225-7 Violations and penalties (Yard Sales)	2	2
Condemnation	3	3
Depositing garbage prohibited	5	5
Detrimental Objects	8	8
Failure of property owner to remedy; action by Town.	1	1
Height limit of other vegetation	7	7
Height of Grass	7	7
Maintenance of trees and other vegetation.	1	1
Notice deemed effective for remainder of year.	6	6
Parking - Certain other parking prohibited	2	2
Permit for construction required	4	4
Rental licenses (applicant shall certify, in writing)	1	1
Rental/Business License	2	2
Sign regulations for all districts.	1	1
Signs (Historic District)	1	1
Signs General Regulations	1	1
Signs Permitted in HD District	1	1
Signs, marquees & awings.	1	1
Trash, Collection	7	7
Vacant structures and land	1	1
Vehicles wrecked, dismantled, inoperable or unregistered on private property	1	1
Violations and penalties (Licensing)	2	2
Violations and penalties. (Grass, Bushes, Trees, Vegetation)	7	7
Totals	74	74

<i>Location Type</i>	<i>Location Field</i>	<i>Date From</i>	<i>To</i>
Ward	3	09/01/2014	09/30/2014

Case Activity:

	<i>Burk, James</i>	<i>Total</i>
New Cases	27	27
Closed Cases	23	23
Open Cases at start of period	5	5
Open Cases at end of period	9	9

Violation Activity

<i>New Violations Cited</i>	<i>Burk, James</i>	<i>Total</i>
225-4 Advertising of Yard Sales	3	3
225-7 Violations and penalties (Yard Sales)	3	3
Accessory Structures	2	2
Addressing of buildings	1	1
Condemnation	3	3
Deposit and accumulation of grass clippings	2	2
Depositing garbage prohibited	2	2
Detrimental Objects	8	8
Height limit of other vegetation	7	7
Height of Grass	7	7
Notice deemed effective for remainder of year.	7	7
Parking - Certain other parking prohibited	3	3
Roofs	1	1
Trash, Collection	1	1
Violations and penalties. (Grass, Bushes, Trees, Vegetation)	7	7
Totals	57	57

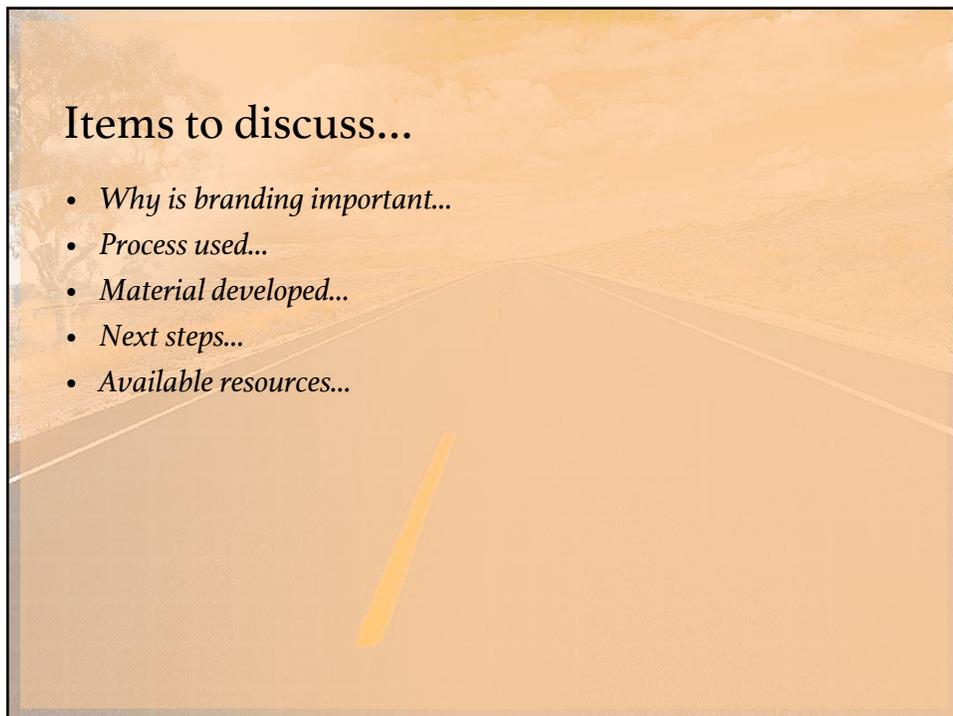
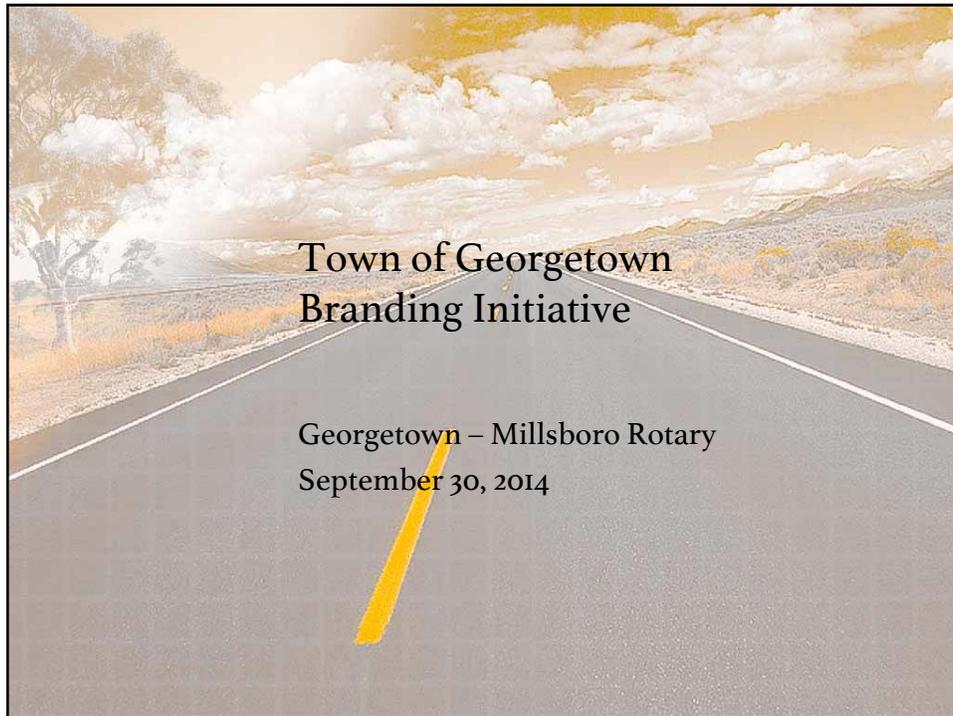
<i>Location Type</i>	<i>Location Field</i>	<i>Date From</i>	<i>To</i>
Ward	4	09/01/2014	09/30/2014

Case Activity:

	<i>Burk, James</i>	<i>Total</i>
New Cases	4	4
Closed Cases	2	2
Open Cases at start of period	3	3
Open Cases at end of period	5	5

Violation Activity

<i>New Violations Cited</i>	<i>Burk, James</i>	<i>Total</i>
Detrimental Objects	3	3
Height limit of other vegetation	1	1
Height of Grass	1	1
Indoor Furniture/Outside	2	2
Notice deemed effective for remainder of year.	1	1
Permit for construction required	1	1
Trash, Collection	2	2
Violations and penalties. (Grass, Bushes, Trees, Vegetation)	1	1
Totals	12	12



Why is branding important...

- Set ourselves apart from other cities and towns
- Allows people, both within and outside the state, to know what city/town the brand is describing
- Shows the distinct nature of our Town
- Supplements the good things taking place in our Town

*Without a brand, you are less able
to shape your own image*

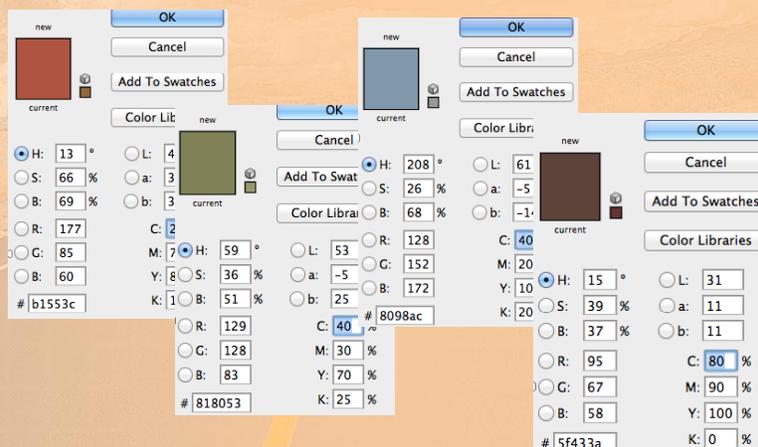
What was the process...

- Years in the making
 - First Discussed in 2009 ~ funding issue
- Delaware Economic Development Office
 - Main Street Affiliate Program
 - USDA RCDI
 - \$9,000 Grant
- Outside resource
 - Ben Muldrow
 - Arnett Muldrow & Associates

What was the process...

- Three (3) day local immersion
- Community Focus Groups
 - 3 – Residents
 - 1 – Merchant/Business Owner
- On-site Research
 - One-on-One key individuals
 - Historical Records
 - Walking & Talking
- Synthesis into concept and design
- Unveiling

What was developed...Unique Color Palette



What was developed...Unique Type Fonts

For Use in
Regular Printed Materials

*For Use in
Graphics and Advertising*

What was developed...Unique Logo

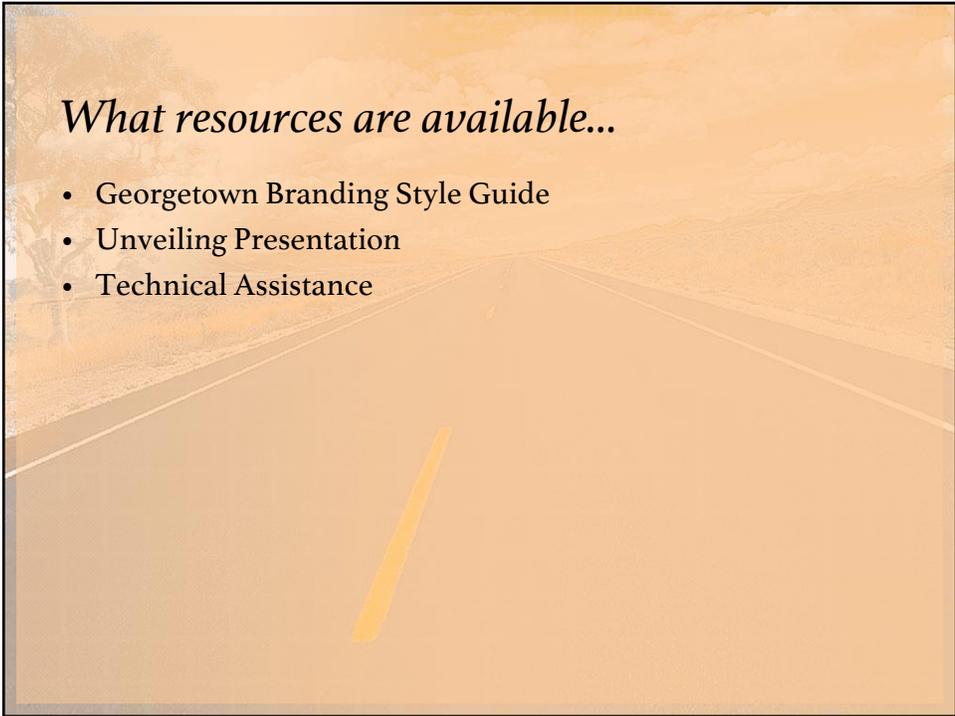


What was developed...Branding Phrase



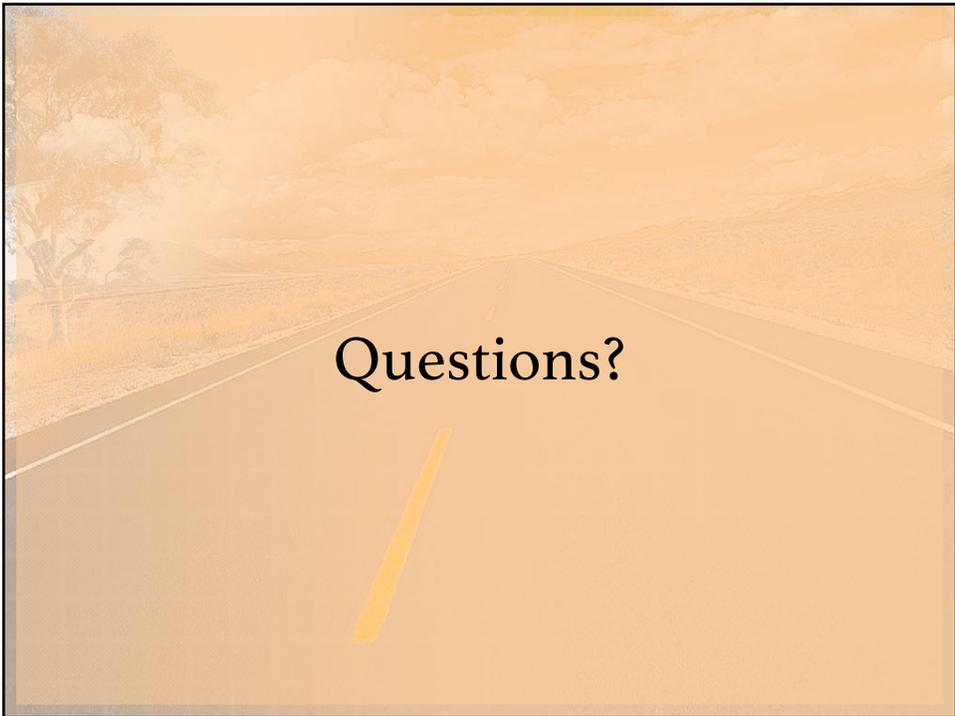
What are the next steps...

- Implementation
 - Town Identity
 - Letterhead, Business Cards
 - New Town Flag
 - Light Pole Banners
 - Promotional Materials
 - Extension
 - Special Events
- Acceptance and Recognition

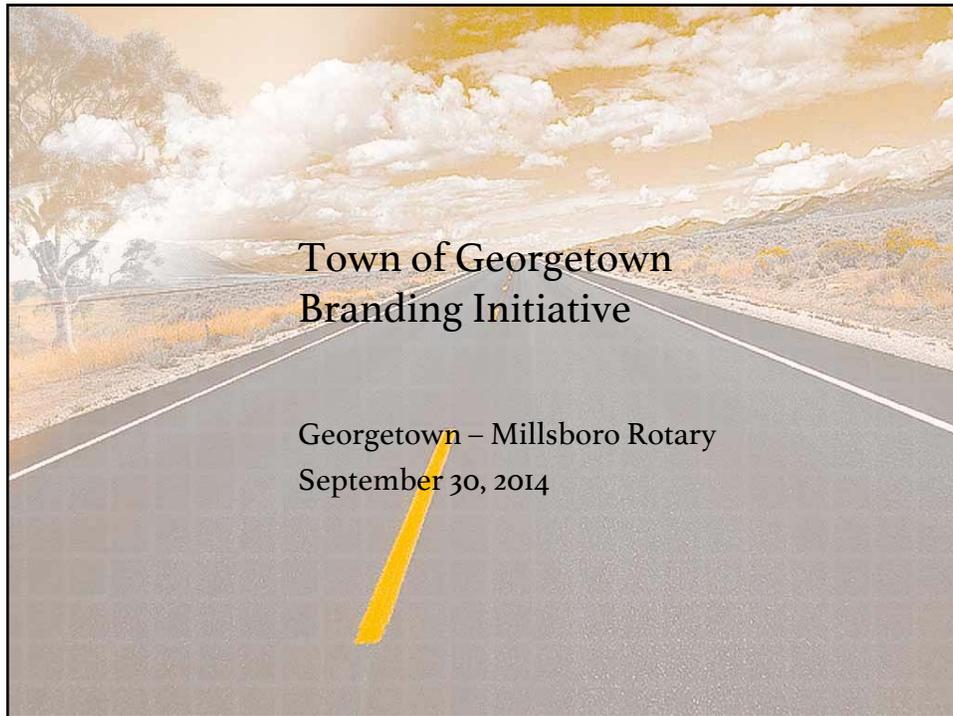


What resources are available...

- Georgetown Branding Style Guide
- Unveiling Presentation
- Technical Assistance



Questions?



Town of Georgetown
Branding Initiative

Georgetown – Millsboro Rotary
September 30, 2014