



Reisterstown Improvement Association, Inc.

January 2016 to December 2016

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REISTERSTOWN MAIN STREET ANNUAL REPORT

Meetings

Monthly community meetings, on-going entire 12 months

Special promotional events:

Eggstravaganza (Saturday, March)

Bloomin' ArtFest (Saturday, May)

Music on Main Street (Friday concerts in Summer)

Farmer's Market (Sundays, Summer and Fall)

Reisterstown Cemetery (Memorial Day, Toast among Ghosts, Veterans Day)

National Night Out Celebration (NNO) (Tuesday, August)

Halloween Spooktacular (Saturday, October)

Small Business Saturday (Saturday, November)

Holidays on Main Street (Saturday, November)

Projects

Five committees focused on tasks outlined by the Main Street Maryland program.

Clean, Safe & Green: established monthly volunteer clean-up events along Main Street; worked to develop partnership with local police precinct; provided setup, cleanup & safety during promotional events. Worked with Eagle Scout project as a Sponsor to rebuild the walkway from the library to the Reisterstown United Methodist Church parking lot.

Design: committee efforts primarily focused on streetscape repair/improvements and continuing a partnership with SHA and Baltimore County to complete the sidewalk, curb replacement on Main Street and Hanover Road as well as intersection upgrade projects. Constructed new website encouraging all stakeholders to register and add their group's events to the calendar.

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Economic Restructuring: committee efforts were suspended due to retirement of chairperson.

Organization: managed calendar of events and stakeholder databases (Business owners = 127, Property owners = 25, Community members = 371); Overall contact/stakeholder list has 518 people from Butler Road to Chartley Drive; developed and maintain monthly outreach plan including weekly emails to 1236 people; facebook likes are currently 2,502; worked to organize volunteers for various events and setup an information booth at 36 events and will recognize 25 of the 2016 volunteers at the first 2017 monthly meeting with a Certificate of Appreciation; maintained contact with local media and other social media opportunities. Reviewed financial statements which are organized to follow the Main Street Committees showing income and expenses; created and approved a budget for the new fiscal year; sent 49 contribution/sponsorship thank you letters for tax purposes; sold tote bags and T-shirts to promote Main Street and Music on Main Street events and encourage people to “Stop, Shop, Stroll & Dine.”

Promotion: planned and held events in the spring (Eggstravaganza with a Peeps Contest, partnered with the Recreation Council to hold Bloomin’ ArtFest); in the summer 14 Music on Main Street Concerts and 15 Farmers Market events; in the fall (Halloween Spooktacular with a costume contest and trick or treating along Main Street; Holidays on Main with childrens’ activities and Santa; encouraged participation in Small Business Saturday and registered Reisterstown Main Street with American Express for the nationwide promotional event and distributed promotional merchandise to local merchants).

As a result of the Reisterstown Walkability Survey (completed Spring 2013), work was completed at Chatsworth Ave. & Main Street as well as Cockeys Mill Rd. & Main Street to improve pedestrian crossing with updated signals. The SHA updated installing new sidewalks with brick borders on both sides from Hanover Road south towards Chatsworth Avenue. SHA also replaced curbs and sidewalks on Hanover Road from Main Street to Butler Road on both sides.

As a result of the Reisterstown Parking Study which was completed Spring 2013 identifying areas which will provide parking during events, we continue to encourage property owners to collaborate allowing parking in their lots so more visitors are able to shop at their stores as well as enjoy strolling Main Street. The striping of historic Main Street area by SHA in 2014 improved on street parking opportunities for shopping at stores



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on Main Street. The single lane of traffic also provided traffic calming improving safety for pedestrians.

Reisterstown Improvement Association's newly designed Webpage promotes activities of Main Street businesses and organizations who are members of the organization on the calendar for everyone to benefit. Profiles of individuals and business members are also available so people can easily contact them for help.

Reisterstown Sustainable Community Application which was submitted October, 2013 and approved June, 2014 allows us continued opportunities to partner with both the State and Baltimore County for projects that improve Main Street.

ONGOING PROJECTS AS WELL AS A LOOK AHEAD

1. Expanded local organizational capacity.

Coordinated with stakeholders to continually assess community needs and had a booth presence at 36 various events handing out materials promoting the Main Street effort and promoting revitalization within the area. Continued to operate under the model of the Maryland Main Street principles and regular reports were given at monthly meetings by the Committee Chairpeople. Fundraising continues as a topic to pay for the Main Street events and potentially fund a Main Street Manager. Encourage volunteerism and will recognize all non-board volunteers at the first monthly meeting of 2017.

2. Main Street Maryland designated community.

Work with community and the RIA/Main Street committees to prepare application for Main Street Maryland designation once we are able to meet requirements of the program.

3. Renovation and curatorship of the Reisterstown Community Cemetery.

Continued to seek funding for repair of the brick wall surrounding the cemetery; brought in dirt for ground stabilization work within the cemetery walls; worked with community to develop volunteer corps for fundraising events and other activities that take place at the cemetery, including clean-up and maintenance.

Continued to provide educational tours of the cemetery celebrating, Memorial Day, Veterans Day, and participated with the Toast Among Ghosts library fundraiser.



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4. Expansion of community events and programs including supporting a town Farmer's Market, Music on Main Street, as well as spring, summer and fall events to promote the businesses of Main Street.

Supported efforts and had a presence at the Bloomin' ArtFest in May, Eggstravaganza with Peeps Contest in spring; Music on Main Street concerts (14) throughout the summer on Friday nights; Farmers Market (16) Reisterstown Festival in September; Corn Roast Festival and Halloween Spooktacular in October; Small Business Saturday in November; and Holidays on Main Street with Santa in November.

5. Marketing campaign to encourage Main Street property owners to take advantage of Baltimore County Revitalization programs and tax credits to make improvements, particularly façade improvements to historic buildings along Main Street;

Work was suspended in 2016 while conducting a search for committee chairperson for the Economic Restructuring Committee.

6. Development and marketing of a heritage theme that builds upon the Main Street's transportation history from a wagon trail to a turnpike. Celebration of history with festivals, history-related events, and demonstrations.

Continued to promote walking Main Street whenever possible to increase awareness of the area's history; handed out a brochure that identifies historical properties and background on some of the historical properties on Main Street.

Living History re-enactors held events or had displays in period dress several times throughout the year (Bloomin' ArtFest, Toast Among Ghosts, Farmers Market, and Veterans Day celebration).

7. Coordination with Baltimore County to repair and maintain streetscape enhancements.

Continued working with Baltimore County Property Management to deal with maintenance issues along the sidewalks of Main Street which include maintenance to street lights, mowing grass, trimming trees and shrubbery. Baltimore County Council unanimously approved a resolution submitted in 2014 by Todd Huff requiring the PUD development at Allensway Center to make a community contribution of \$10,000 for "Reisterstown Main Street" to be used for capital improvements which we may use to repair sidewalk issues from the 1st streetscape or add a pocket park, outdoor furnishings or



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landscape at North entrance; continued watching for the start of the PUD project and when we may receive money so we can start the repair work which didn't happen in 2016.

8. Coordination with SHA and State representatives to further enhance the existing streetscape with new projects at the northern and southern entrances, as well as the center node at Cockey's Mill Road, to the Main Street area.

Work was completed on the projects at Chatsworth Avenue & Main Street and Cockey's Mill & Main Street which is at the central node at the core of Main Street that would include traffic calming, enhanced pedestrian crossings. We will evaluate this area for beautification elements that would visually signify a plaza or visitor friendly area;

9. Incorporate interpretive signage and print material throughout the Area to promote cultural and historic assets.

Distributed monthly Calendar of Events and maps highlighting Main Street stores.

Continued the update of Street Directories with current activities and map identifying businesses.

Weekly email distributed to over 1236 people.

Distributed handout identifying "Accomplishments" of Reisterstown Improvement Association.

Distribute handout identifying and listing the historic aspects of some of the Main Street properties.

In the future, develop and print a visitor brochure as well as a Newsletter.

10. Expand programs to attract local schools for educational programs and activities.

Continued to work with Franklin Middle School and Franklin High School to encourage students to volunteer to help with Main Street projects and events.

Identify student volunteer corps for Main Street to help at events.

On-going partnership with schools and library to encourage participation in history events such as walking tours, print materials, and events.



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11. Develop an overlay district or design guidelines for the purpose of protecting the historic pattern of development along Main Street, as well as the character of the buildings – both old and new.

Early in 2015 the proposed Design Guidelines for Main Street project was put on hold as the local Chamber of Commerce refused to discuss and support the project. The Main Street Design Committee, as well as property owners, community organizations, and other stakeholders in the community proposed the development of a consensus of elements to include an overlay district with design guidelines or standards.

ROG Coordinating Council, Chartley Homeowners Association, Reisterstown Community Cemetery Committee, and Country Club Estates Community Association all approved a motion to develop Design Guidelines for Main Street. We continue to encourage development and rehabilitation projects to stay in character with the town's historic theme.

12. Create walkable connection between the Main Street district and surrounding residential areas.

Using the 2013 Walkability Survey data, conduct a study and examine solutions for improved pedestrian access and safety; analyze ways to promote and enhance built environment to support walking and cycling; include them in the overlay district guidelines; assess current transit routes and schedules, and promote transit options, in order to increase local ridership to and from Main Street; addressed problems and identified solutions for maintenance at bus stops along Main Street where litter has become an issue but has shown signs of improvement when a new bus stop was installed by the high school and bushes were trimmed to improve visibility. In 2016, MTA reported that they have subcontracted with a company to clean the bus stops with shelters when they stop to empty the trash cans. The completion of the historic lamp posts and sidewalks helps people from the southern side move safely through the area.



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13. Explore possible trail connections from Main Street to the Reisterstown Branch of the Baltimore County Public Library, the Reisterstown Sportsplex, and nearby schools.

Continue discussion to determine feasibility of such trails, and availability of using public property looking to the future options for developing walkable connections to and from these locations. Sponsored an Eagle Scout Project to rebuild the walkway between the library and parking lot of Reisterstown United Methodist Church.

14. Continue to examine a connection (or expansion of) to existing plans for walking paths and biking routes outlined in the Baltimore County Bike and Pedestrian Plan.

Review recommendations in the Bike and Pedestrian Plan, as well as the results of the 2013 Walkability Survey and examine the future possibilities for opportunities for connections from Main Street to nearby paths and routes highlighted in the Bike and Pedestrian Plan.

15. Expand passive recreational opportunities and explore areas for locating small plazas / open space / “pocket parks” along Main Street.

Continue to look for opportunities along Main Street. The Allensway PUD will be creating a pocket park at the front of the shopping center with their development.

16. Continue the Main Street’s monthly clean-up efforts which are spearheaded by the Main Street’s Clean Safe & Green committee and look for opportunities for organizing events on Main Street such as during Earth Day/ Earth Week each year in order to promote sustainability and also beautify Main Street.

Work to expand volunteer base for monthly clean-up; establish rotating volunteer teams for monthly clean-ups.

Schedule focused clean-ups to deal with problem properties, where property owners are willing to cooperate;

Worked with Franklin Middle School to trim trees on the front lawn making it safer for people at events held on the property such as Bloomin’ ArtFest and Music on Main Street concerts; also, worked with them to repair the front steps where the band stands with the understanding this is a temporary repair and a more substantial one will be required in the future.