

DOWNTOWN LUDINGTON BOARD OF DIRECTORS MEETING March 6, 2017

John Henderson called the meeting to order at 3:30pm in the City Municipal Building Community Room.

Members Present:

John Henderson, Wayne Brown, Dave Diepenhouse, Sara Jeruzal, Kathy Maclean, Brandy Henderson, Chris VanWyck, Les Johnson, Marilyn Cunic, Mike Lenich, and Kaye Holman.

Also present were; Community Development Director Heather L-V Tykoski, Jen Tooman Communications and Marketing Assistant to the Downtown Ludington Board.

Absent: Steve Miller, Christine Lamb

Approval of Agenda & Minutes

Motion by Brown seconded by Jeruzal to approve the agenda and the meeting minutes of February 6, 2017. Motion Carried.

Public Comments

Deb Del Zappo came to thank Brandy Henderson for her transparency in government. Mark Cole from Brenda's Harbor Cafe commented that he is seeing James street progress with business and it is creating a parking issue. Mark stated that the old garage building would be a good spot for public parking. John Henderson referred the parking issue to the Building and Grounds Committee.

Financial Report

Presented by Maclean. A motion was made by Brown supported by Johnson to accept the financial report. Motion Carried.

Committee Reports

A. Marketing/ Communications

Brandy Henderson reported that the committee met last Thursday. The downtown map is being revised for this season. The committee reviewed the buy in option for marketing and will be moving forward with that initiative. The committee also reviewed the materials for fundraising for N James Street. Chris VanWyck presented the 3D rendering for the N James Street Plaza. Two committees will be needed to move forward; fundraising and marketing/elements.

A kick off fundraising event is being planned on the Lake Michigan Carferry on May 20, 2017.

B. Business Recruiting/ Retention

Tooman reported that the committee that the expo was held. 9 organizations attended and only 12 people attended. Resources may be able to attend a DLC meeting or board

meeting to present. Dave brought up the idea of a support person that was established at the expo for support for employees of downtown retailers and restaurants. Chris suggested sending testimonials to the peer group from owners who attended.

C. Building & Grounds

Brown reported that the trailer storage option needs to be researched. An overview of the Downtown Sticker program was discussed. Maclean suggested adding event information, hours and other relevant information to the information given to residents obtaining a parking sticker.

A parking sticker program was discussed and prices for the creation of a parking sticker were handed out. A motion was made by Cunic and seconded by seconded by Brown to go with the estimate from safetydecals.com for the Downtown Parking stickers. Motion carried.

1.) S. James Street - Cunic reported that the committees have accomplished a lot of what they set out to do. The S James street group will be integrating with current and future DDA committees. Sip and Sees will be planned for 2017 by block. It will be an open house type event by block. The first event will be April 19, 2017. Events will be the third Wednesday of each month. No events in June, July, and August.

D. Personnel Committee

No report.

E. Event Committees

Tooman reported that

Friday Night Live:

An idea was floated to move the times of FNL earlier to 4-7pm with after parties from 6-9pm. Business will be asked for their input at the DLC club meeting.

St Patrick's Day:

5k, 10k race there are 30 pre-registered to date. The sheriff's office is being worked with for the 10k. Irish I was shopping businesses are signing up. There are currently 11 entries.

The Dopples Dock party is a go and will be held on May 20 from 6-11pm. It will start with a shore party fro. 6-8 then an onboard party from 8-11.

Ex-Officio Reports

City Manager Report

No report

Convention & Visitors Bureau

Maclean reported that an economic impact report was released there was record attendance at events in 2016. Near records were broke in lodging stays.

Chamber of Commerce

Maclean reported is planning for the next season. The 22nd of March at Timbers will be the next Business After Hours. Oxy is celebrating 75 years in the area and will be sponsoring. Pints and politics is tentatively being planned for April 13th.

Planning Commission

No report.

Arts Center

No report.

Children's Museum

No report.

Library

No report.

State Park

No report.

Growth Alliance

Maclean reported the collaborative is working hard on joint efforts.

Old Business:

An event fee cost discussion was held. A motion was made by Brown seconded by Brandy Henderson to do a flat \$2000 event fee for 2017 for the DDA to be reviewed annually. Motion Carried.

New Business:

Mason County Mutts has asked to do a fundraiser to cover the costs of putting in mutt mitts for cleaning up dog messes around downtown. The item was referred to the Building and Grounds Committee.

A new tentative site plan was shared for the Bowling Alley Block development. A closing is expected for June.

Motion by Brandy Henderson seconded by Cunic to adjourn. Motion carried.

Meeting adjourned by 5:00 pm

Respectfully submitted by Heather L-V Tykoski.

"All meeting minutes are presented in draft form until accepted by the board at the subsequent meeting"