

DOWNTOWN LUDINGTON BOARD OF DIRECTORS SPECIAL MEETING December 8, 2014

John Henderson called the meeting to order at 3:35pm am in the City Municipal Building Council Chambers.

Members Present:

John Henderson, Gail Lyons, Wayne Brown, Sara Jeruzal, Marilyn Cunic, Esther Benninati, Wally Taranko Julie Payment Carrie Rangel, Ryan Cox, .

Also present were; Community Development Director Heather L-V Tykoski, Brandy Henderson Executive Director of the Convention and Visitors Bureau, Jodi Beckman Interim Communications and Marketing Assistant to the Downtown Board, Sue Carlson Ludington Library.

Approval of Agenda

A motion was made by Brown Seconded by Jeruzal to approve the agenda. Motion carried.

A motion was made by Cunic seconded by Brown to set the 2015 meeting dates for the DDA for the 1st Monday of each month at 3:30pm at Ludington City Hall with no meeting being held in July. Motion carried. The first DDA meeting in the new year will be January 5 at 3:30pm at City Hall.

A motion was made by Taranko seconded by Wayne to suspend regular business and the financial report. Motion carried.

The committee was given the names of the recommendations to the Council for new 2015 board members.

John Henderson lead the board in a visioning and prioritizing exercise for the DDA goals and objectives for 2015.

NOTES:

Possible Vision Statement: Ludington seeks to have a vibrant Downtown that supports business, residents and visitors. A group will be formed to wordsmith a vision statement based on ideas.

Visions for downtown:

More Business downtown

Keep downtown clean

More consistency- standard hours- proactive positive board, engaged- cohesive- work together

Have a plan and execute plan

Make downtown a destination for visitors and residents

Friendly & welcoming – inviting- hip/cool

Downtown business and property owners are engaged

Walkable/rideable/bikeable

No empty buildings

Parking

People living downtown

Goals for Downtown

More people shopping downtown/playing/living

Plaza

Bring life to S James street

Info on Rental Rehab- create more living space

Develop more biking & walking paths- make whole place more walkable bikeable

QR codes – App – more business info

Public Art

More Greenspaces/useable Open Public spaces

Bowling Alley Block Vision

Sidewalks/tree grates- streetscape

Bathrooms- another one on the S side of the Avenue

Parking plan

Internal Marketing

Buskers/Entertainment

Businesses working together- share customers

Update ordinances related to downtown

Get a baseline for Downtown- availability- current info

Harrington Tool- development plan

Employee- more capacity

More money

Plans for moving forward

Infrastructure plan

*Plaza

*Streetscape

Bike/pedestrian friendly

Open spaces

Parking

Bathrooms

Bowling Alley Block

Harrington Tool

James Street

Business Plan

*Changing/Amending ordinances- create a task force with planning commission rep

Benchmarks – what do we have

What funding/monies are available

QR codes/marketing/what do we offer

Create living space

People

Life on S James Street

Working together

Entertainment/events

Create living spaces

Public Art

A motion as made by Payment seconded by Cox to assign the Personnel committee to move forward with finalizing a job description, advertisement, job duties, and hiring a marketing and communications person for the downtown board as outlined in the packet. Motion carried.

Motion Brown seconded by Payment 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.”