

DOWNTOWN LUDINGTON BOARD OF DIRECTORS MEETING February 6, 2017

Wayne Brown called the meeting to order at 3:35pm in the City Municipal Building Community Room.

Members Present:

Wayne Brown, Dave Diepenhouse, Brandy Henderson, Chris VanWyck, Marilyn Cunic, Steve Miller, Mike Lenich, and Christine Lamb,.

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

Absent: Kathy Maclean, Les Johnson, Kaye Holman, Sara Jeruzal, John Henderson

Approval of Agenda & Minutes

Motion by VanWyck seconded by Brandy Henderson to approve the agenda. Motion carried.

Motion by Brandy Henderson and seconded by Chris VanWyck to approve the meeting minutes of January 9, 2017. Motion Carried.

Public Comments

No comment.

Financial Report

Presented by Tykoski . A motion was made by Lenich supported by Diepenhouse to accept the financial report. Motion Carried.

Committee Reports

A. Marketing/ Communications

Brandy Henderson reported that the committee met last Thursday. Love a Ludington weekend will see another attempt at a world record sponsored by Spectrum Health Ludington Hospital. Downtown is looking to have the "wings" painted on buildings as was discussed previously to coincide with this event. The record will be the largest number of people simultaneously making sand angels.

A list of businesses has been discussed to do a marketing buy-in with the DDA.

A proposal is included in the handouts for the campaign to create the promotional material for the plaza fundraising campaign. A motion was made by Brandy Henderson and seconded by Cunic to accept the proposal from Engine Creative to complete the design work for the fundraising campaign for the plaza. Motion Carried with Chris VanWyck abstaining.

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 is planning an event on February 20th at the Ludington Area Center of the Arts for 4-6pm. It will be an employment expo.

C. Building & Grounds

Brown reported that the committee met and is looking at a storage trailer for temporary storage at the Plaza area.

A parking sticker program was discussed and prices for creation of a sticker were handed out. A suggestion was made to vote at the March meeting.

The alley paving program was discussed. That will be pursued with the clerk and property owners.

Bike racks and trash can placement additions are being looked at.

- 1.) S. James Street - Next meeting is scheduled for February 21.

D. Personnel Committee

No report.

E. Event Committees

Tooman reported that

1. Friday Night Live: some bands have been booked and the committee will be meeting soon. Sponsors are being confirmed. After parties are being discussed from 8-11pm.
2. New Years Eve:
Tooman reported the final NYE budget is being reviewed.
3. Octoberfest:
Tooman reported the event will be the last Saturday of September for 2017.
4. St Patrick's Day:
The LDN will be doing an insert for the event. A shopping passport/game will be added. The pub crawl will be a \$10 buy in and they will receive a pint glass and limericks to create at each place. The parade will be similar to last year.
5. Halloween Trick or Treat: No Report
6. Small Business Saturday: No Report

7. Live in the plaza: No Report

8. 5k events:

The race series jacket is being finished. Those jackets will be available for the march race.

9. Holiday events: No Report

Ex-Officio Reports

City Manager Report

Shay reported that the city is looking at design plans for the new fire station. The developer received housing tax credits for the project. The waste water treatment plant design is also being looked at. The city council had asked for the city manager to look into charging for parking at Stearns Beach for non-residents.

Convention & Visitors Bureau

Brandy Henderson reported that Brrewfest had just shy of 800 people attend. 60 brewers and 100-150 volunteers.

Chamber of Commerce

Brandy Henderson reported that Table 14 and Starving Artist are hosting business after hours February 22nd.

Planning Commission

Tykoski reported that the hearing for zoning changes will be tomorrow at 6:30pm.

Arts Center

No report.

Children's Museum

No report.

Library

No report.

State Park

No report.

Growth Alliance

No report.

Old Business:

Jen will estimate event budgets and get back to the committee for a decision as to whether or not they will move forward with a single fee or itemized event fees for City charges for events.

New Business:

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

Meeting adjourned by 4.55 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"