DOWNTOWN LUDINGTON BOARD OF DIRECTORS MEETING – August 1, 2005

John Henderson called the meeting to order at 11:05 a.m. at the City Municipal Building Community Room. Members present were Jane Carpenter, Julie Payment, Gail Lyons, Wayne Brown, Kathy Maclean, Tracy Thompson and Paul Peterson. Others Bill Kratz, Gary Castonia and Mary Beutell.

Approval of Agenda

Moved by Peterson, seconded by Lyons to accept the agenda as presented. Motion carried.

Minutes

Moved by Thompson, seconded by Payment to accept the minutes as presented. Motion carried.

Public Comments

None

Financial Report

Moved by Brown, seconded by Thompson to accept the finance report as written.

Committee Reports

Buisness Recruiting and Retention

Beutell stated that she will be completing some retention visits on Tuesday, August 9, 2005 with the assistance of Jamie Tushek, a college student studying planning.

Special Events/Promotions/Activities

Lyons reported that the committee has been meeting on the Octoberfest concept. Payment stated that she has started the process to request a $1,000 donation from Meijers.

Lyons reported that she attended a meeting on the "Movies in the Park". The line-up is *Are We There Yet, Shark Tales, Shrek II, and Spiderman II*. Promotions for each night will include contests for best vacation t-shirts, mascot races, best pajamas and best superhero.

Lyons reported that she spoke to Duane Wolf, owner of the Ultimate Makeover building. During the last rain storm there was some damage due to water leaking through the windows. The damage is estimated at $250 to $500. Beutell and Lyons have spoken to Josh Wickum regarding the schedule for the work. At this point he is saying that the committee needs to find five contractors with tools to complete the work. He has stated that he can not spare any workers due to the timeline of the job he is working on. After discussion on how to proceed, the committee agreed that if Heirloom Construction was not available to do the work in a timely manner that

the committee should find a different contractor to finish the project. Henderson agreed to contact alternate contractors.

Building and Grounds

Henderson stated that the board needs to look into painting the interior of the James St. restrooms before next summer.

Brand Identity/Marketing

Henderson stated that the committee is still working on establishing a group of people to provide a "library" of ideas for businesses to use when incorporating the "Ludington on the Lake" theme into their businesses.

Special Projects

Friday Night Live

Henderson stated that the first Friday Night Live was a huge success. Businesses in the area were busy and the streets were filled with activity.

Payment stated that the Evergreen will be erecting a stage for the second event that will have a variety of bands including the Mountain Town Moonshiners from Central Michigan University. They will also be hosting children's games, chair massages and food samples.

Henderson stated that the negative comments he received revolved around the lack of food and the number of closed businesses. There are more food booths scheduled for the second event. The committee has no control over the store hours, but hopes that the success of the first week will encourage other businesses to stay open.

The committee intends to host four events next year. The dates will be take into account when home football games start. Committee members are planning to go to Traverse City on August 19, 2005 to observe how its Friday Night Live is coordinated. Anyone interested in coming is welcome.

Ex-Officio Reports

Economic Development

Kratz provided members with the July 2005 Mason County Economic Scorecard. He reviewed the projects that were included on the report. Kratz stated that the labor market statistics have improved since 2004.

Kratz stated that he has been in contact with a gentleman interested in opening a home décor/gift shop business. He has looked at Bella Casa and Seasons on the Shore, both businesses are for sale.

Kratz stated that the Marquette Rail Company is taking over CSX. He believes this will be a good transition because the new company is more customer oriented.

City Manager

None.

Chamber of Commerce

Muzzin reported that the Port Cities Exchange Day, the Carferry Festival and the Fishing Tournaments were a success. The Carferry Festival was scaled back this year due to the construction, but it will be larger again in 2006. The fishing tournament had a much larger turn out with $101,000 in cash prizes.

Muzzin stated that 78 people attended the "Ask Me if I Live Here" training; the session last approximately 30-45 minutes. There will be additional sessions scheduled for anyone interested.

Muzzin encouraged board members to rally behind the post labor day school start campaign. She stated that it is crucial for the economy. Senator VanWoerkom has not taken a position yet. He will be attending a breakfast at Scotty's on August 15, 2005. The cost for the breakfast is $50.

Planning Commission

Castonia reported that at this point there are no issues downtown.

New Business

Meeting adjourned at 11:50 p.m.

Respectfully submitted by Mary Beutell for

Ray Janish, Secretary