DOWNTOWN LUDINGTON BOARD OF DIRECTORS MEETING – April 4, 2005

John Henderson called the meeting to order at 11:00 a.m. at the City Municipal Building Community Room. Members present were John Henderson, Jane Carpenter, Arlen McCloskey, Tracy Thompson, Paul Peterson, Gail Lyons, Wayne Brown, Darla Keillor, Kathy Maclean, Magee Johnson and Julie Payment. Others: Bill Kratz, Alberta Muzzin, John Shay and Mary Beutell.

Approval of Agenda

Moved by McCloskey, seconded by Brown to approve the agenda as written. Motion carried.

Minutes

Moved by Lyons, seconded by Keillor to approve the minutes as written. Motion carried.

Public Comments

Kaye Ferguson-Holman informed the board that the Ludington Area Arts Council will be cleaning up the Acker's Building beginning at 9 a.m. on April 5, 2005. Anyone interested in helping is encouraged to do so.

Financial Report

Moved by Carpenter, seconded by Payment to accept the financial report as presented. Motion carried.

Committee Reports

Business Recruiting and Retention

- Nothing at this time.

Special Events/Promotions/Activities

- Lyons reviewed the meeting notes from April 1, 2005.
- Lyons stated that the movies are scheduled for August 11, 18, 25 and September 1st, 2005. Lyons stated that the Mascot Race will be held on August 11th or 18th in conjunction with the Movie in the Park.
- Carpenter stated that she is still looking for someone to run a Carrom Tournament in conjunction with the Carrom Festival this summer. Carrom boards are for sale at Sunset Bay Antiques for $30 to support the festival.
- Lyons stated that Beutell attended a conference at which Whiz Bang presented a potential promotion for downtowns. Participating businesses would donate 20% of each sale to a local charity chosen by the customer. This promotion would be run before Thanksgiving weekend to promote area businesses and encourage holiday shopping in downtown Ludington.

Building and Ground

- Nothing at this time.

Marketing/Brand Identity

- Henderson reviewed the March 18, 2005 meeting notes. Peterson completed descriptions of the hard assets that will be incorporated in a power point presentation.

Cool Cities

- Nothing at this time.

Special Projects

Magee Johnson, Friday Night Live

- Johnson stated that the committee received a letter from Amanda St. Hillaire expressing concerns with the Friday Night Live concept. Ms. St. Hillaire will be contacted by the committee to discuss her concerns and try to pull her on board. Henderson stated that the goal of the event is to draw people downtown and that the location is limited by MDOT. Plans for the event are continuing.

Ex-Officio Reports

Economic Development

Kratz provided members with the March 2005 Mason County Economic Scorecard. He reviewed the projects that were included on the report.

Kratz stated that a brownfield plan for the Talisman condominium project on Rath Ave. is moving forward. The plan will go to the City Council on April 11, 2005 and the County Commission on April 12, 2005.

City Manager

Shay reported that Atkinson project is proceeding and that a model should be completed before the end of the summer.

Bids for the downtown streetscaping project are due on April7, 2005. This work is projected to be completed by July 4, 2005.

The Rotary Club will be installing 32 State flags on the light posts in the boulevards on Ludington Ave. in conjunction with its 100 year anniversary.

Chamber of Commerce

Muzzin stated that the five area counties will be hosting an expo to promote Western Michigan at the Ramada Inn on April 17 and 18, 2005. Attendance is expected to be approximately 1,000 people.

Muzzin stated that the Chamber Annual Dinner will be held on April 16, 2005. Mr. and Mrs. Oakes were voted Citizens of the Year, Mr. Killips was voted Business Leader of the Year and Bookmark received the 1st Annual Beautification Award.

Muzzin is meeting with the Jaycees regarding its events. She will discuss the proposed October Fest with them.

The Chamber is hosting a customer service seminar on April 12, 2005. There will be a morning and evening session. Registration is $10.

May 7, 2005 is Community Pride Day. May 21, 2005 is the Petunia Parade.

The Chamber is utilizing a tank full of gas advertisement campaign throughout the State.

Planning Commission

Nothing at this time.

New Business

Leo Maniaci presented his ideas for a three day festival in Ludington. Suggestions included having a fishing contest in which contestants would pay $10 to enter a fish for the biggest fish award. Contestants could then have their fish cooked on site; charities could be invited to supply manpower; tickets would be sold that would be presented to the food vendors; gifts from downtown merchants could be raffled. Maniaci suggested sponsoring the event twice a year in April and October. Henderson stated that this might be tied into the Octoberfest plans and asked the Special Events and Promotions Committee to review the ideas.

Maniaci also stated that he believed Downtown Ludington needs a convention center. The committee agreed, but stated that funding for this purpose is not available.

Meeting adjourned at 11:40 p.m.

Respectfully submitted by Mary Beutell for

Ray Janish, Secretary