DOWNTOWN LUDINGTON BOARD OF DIRECTORS MEETING – May 2, 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, Tracy Thompson, Gail Lyons, Wayne Brown, Darla Keillor, Kathy Maclean, and Magee Johnson. Others: Bill Kratz, Gary Castonia, and Mary Beutell.

Approval of Agenda

Moved by Lyons, seconded by Carpenter to approve the agenda as written. Motion carried.

Minutes

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

Public Comments

None.

Financial Report

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

Maclean stated that the Ultimate Makeover budget has not been met through donations. Maclean asked Beutell to summarize the project. Beutell stated that $2,400 was raised in 2004 for the project. At that time, there was also a list of business willing to donate labor. Unfortunately, a majority of these businesses were trades that are not needed for the makeover including plumbers, electrictians, etc. The current budget includes $1,000 for labor to complete the painting, $1,800 for window replacement and an unknown price for the door. Josh and Pat at Lakeshore Lumber are contacting companies to negotiate a door cost. Muzzin did receive an additional $150 bringing the cash donations to $2,550. Maclean supplied a name for a potential donation. Beutell stated that the committee will continue to look for donations, but at this point it is necessary to move forward with the project in order to get it completed. Moved by Brown, seconded by Lyons to cover the additional cost of the makeover with Downtown Ludington Board funds. Motion carried.

Committee Reports

<u>Business Recruiting and Retention</u>

- Nothing at this time.

<u>Special Events/Promotions/Activities</u>

- Lyons reviewed the meeting notes from April 27, 2005.
- Beutell stated that to date one customer has called regarding the Mother's Day Promotion.
- Lyons stated that the Flower Baskets will be ready at the end of May. This is the last year that funding was available for the baskets. Lyons stated that in the past proceeds from the Downtown Brochure were used to finance the flower baskets, however at that time the brochures were being produced for a lower price. Currently, the brochures are nicer quality, but that has resulted in a lower profit. The committee is proposing a raffle in conjunction with the Octoberfest in order to raise additional funds.
- Plans for the Octoberfest are still tentative, but it is being proposed for Saturday, October 15, 2005 in the parking lot to the west of Fifth Third Bank. The board discussed whether permission to use the lot would need to be obtained from Fifth Third Bank, Smith and Eddy and Clay

Olmstead. Keillor did not think it should be a problem, but did say that the bank was approached for the Bike Night that was previously held in this lot and the only stipulation that the bank had was that access to the ATM had to be maintained. The committee will inform the parties of the plans for the event.

Building and Ground

- Nothing at this time.

Marketing/Brand Identity

- Henderson showed the Maritime Presentation to the board. He stated that the Chamber, CVB and Alliance had already viewed the presentation. Although the Chamber Board did not have a quorum they endorsed the idea; the CVB made a motion to support the Maritime Identity; and the Alliance supported the idea but did not believe they were in the position to make a motion.
- Henderson reported that the lighthouse would likely be in the City's possession within 30 to 60 days. The 44' should be floating in Grand Haven and on it's way to Ludington in the near future.
- Henderson stated that this is a tool that can be used t revitalize the downtown and for economic revitalization throughout Ludington and the surrounding area. It is meant to be broad and all inclusive. He sited the fact that at a previous presentation golf courses were mentioned and that it was stated that "Ludington on the Lake, Four Spectacular Golf Courses" would fit the idea.
- Carpenter suggested that the slide with business signs should be removed. She stated that this implies that this is the type of graphic that we want to see although the spoken message is that your business does not have to include a waterfront graphic or name to be included in the identity. Henderson stated that this slide is just to show what people/businesses have already done without an adopted identity in order to show how well the maritime identity fits our area.
- Pat Lopman, WMOM, stated that he enjoyed the presentation, but was leary of the message it sent to people outside the community. He stated that the presentation did not show the downtown and that people may feel that they were conned when they come to Ludington and discover the empty storefronts and the deteriorating buildings. Henderson stated that the presentation was developed to build local support and that organizations looking outside the City for economic developers and business leads could adapt the presentation to fit their needs. They could be shown the current conditions and be encouraged through the presentation to see the potential for redevelopment. Carpenter stated that the tag line could be expanded to say "Ludington on the Lake and On the Move" in order to provide business leads with the message that things are changing and the potential for improvement is here.

Cool Cities

- Nothing at this time.

Special Projects

Magee Johnson, Friday Night Live

- Johnson stated that West Shore Bank has donated $500 towards the event. The Committee will be lining up entertainment and marketing for the event.

Ex-Officio Reports

Economic Development

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

Kratz stated that the Sarto project is filling a need for industrial/commercial space for business tenants.

Kratz stated that a majority of the brownfield projects have benefited the downtown. To date there has been 7 plans that have resulted in approximately $70 million dollars in capital improvements. Brown questioned whether the future of the Brownfield Program is strong. Kratz stated that the state has tightened up the regulations for receiving the SBT credits, but that the local units of government are still working together to provide TIF incentives to developers.

City Manager

Nothing at this time

Chamber of Commerce

Nothing at this time.

Planning Commission

Castonia reported that there are two hearings scheduled for the Bryant Road project and the Pere Pointe development project.

New Business

Kaye Holman reported that the Artrain is requesting a $500 donation to offset the $20,000 cost to bring the train to Ludington. The Artrain is co-sponsored by the Ludington Area Arts Council and the Little River Band of Ottawa Indians. There is no cost to the public to enjoy the event. In conjunction with the Artrain, drummers playing the locally built Eastern Winds drums will be located at the train and downtown. There will also be art displays in the downtown. Thompson and Johnson agreed that this is a one time request and that the Downtown Ludington Board should support the Artrain. Moved by Thompson, seconded by Keillor to donate $500 to the Ludington Area Arts Council for the Artrain event. Motion carried.

Keillor stated that the board should set a budget for donations requests in 2006. This will assist the board in deciding whether to support an event. Carpenter stated that the board might want to look at a yearly application process in order to compare requests. Keillor stated that she supports area events, but that the board needs to have priorities, for instance the flower baskets at a cost of $1,200 is a worthy project that may prevent funds from being utilized for other projects.

Henderson stated that the Marketing Committee would like to kick off the Maritime theme in conjunction with the Carferry Festival. He asked for board approval to spend up to $700 to purchase marketing materials such as hats, magnets, shirts, etc. to give out at the festival. There would be no design on the materials, just the wording "Ludington on the Lake". Moved by Thompson, seconded by Brown to approve up to $700 to purchase marketing materials. Motion carried.

Meeting adjourned at 12:15 p.m.

Respectfully submitted by Mary Beutell for

Ray Janish, Secretary