DOWNTOWN LUDINGTON BOARD OF DIRECTORS MEETING – January 10, 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, Kathy Maclean, Wayne Brown, Ray Janish and Arlen McCloskey. Others: Bill Kratz, Alberta Muzzin, Gary Castonia, John Shay and Mary Beutell.

Approval of Agenda

Moved by McCloskey, seconded by Janish to approve the agenda with the addition of Officer Election under New Business. Motion carried.

Minutes

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

Public Comments

Annette Doerr, Ludington Mural Society, stated that she attended the meeting to find out whether a decision had been made on the sign request. Doerr stated that since the last meeting a $200 donation toward the signs was received and therefore the Mural Society only needed $400 from the DLB to purchase the signs, but that they would still except $600 to offset future costs. Henderson stated that the request would be discussed during the meeting.

Financial Report

Moved by Janish, seconded by Brown to accept the financial report as presented. Motion carried.

Committee Reports

Business Recruiting and Retention

- Henderson stated that there was no meeting in December due to scheduling conflicts.
- Henderson reported that the City is continuing to work with the potential developers of the Atkinson property on S. James Street. The SBT credit received was less then requested and consequently the developers are seeking additional bank financing in order to make the project feasible. As of Friday afternoon they were very optimistic about the project.
- Brown stated that the signs for vacant storefronts are at Beutell's office.
- Henderson also stated that Bob Neal has secured the bowling alley property. His goal is to acquire the entire block except for the Rath Building and to become a land manager, offering the property to developers.

Special Events/Promotions/Activities

- Lyons stated that there was no formal meeting in December.
- Lyons met with Sally Richards regarding the Art Train project that the Arts Council is researching. Richards asked Lyons if it would be possible for the stores to have events that would coincide with the Art Train. The Art Train would feature Native American Art. Total cost for the Art Train is estimated at $20,000. This would cover the $15,000 fee for the train and incidental costs. The event would be a four-day event, set up Wednesday, Thursday and Friday dedicated to school aged children and Saturday and Sunday open to the public. The Arts Council has a preliminary commitment from an Indian Tribe for $13,000. The Indian Tribe would also do events to coincide with the Art Train. The train would be on the CSX tracks by Whitehall

Industries. There would be three trains open to the public. The Arts Council will be asking the City for tables and trash receptacles.

- Lyons asked whether funding would be allocated for the movies in the park. Moved by McCloskey, seconded by Janish to allocate up to $1,300 for the licensing fees. Motion carried.

Building and Ground

- Thompson stated that he received a request from Gig Rose regarding the purchase and placement of trees for the north side of the Lakewinds Building on Ludington Ave. Thompson stated that after review, the committee's recommendation is to deny the request. Beutell stated that when the Lakewinds project begin, the City was asked to remove the trees. At that time the trees were transplanted to the Loomis St. Park and the developers were told that it would be their responsibility to replace the trees. Moved by Thompson, seconded by Brown to deny the request and to have Beutell write a letter to Gig Rose explaining the decision. Motion carried.
- Moved by Thomspon, seconded by Janis to allocate $400 to the Mural Society to purchase informational signs. Motion carried.

Marketing/Cool Cities/Brand Identity

- Henderson and Carpenter reported that there was a lot of useful information at the Tipping to Cool Conference. Henderson stated that Magee Johnson will be spearheading the Cool Cities Committee.
- Henderson stated that Dr. Anderson will be assisting with the development of a marketing plan and brand identity. Carpenter asked what the process was to have input on the brand identity. Henderson stated that "Maritime" was identified as the theme in 2004 and that there would have to be a very good reason to back up the process at this time. Carpenter stated that she has received input from the arts community that the "Maritime" theme is being ram rodded in. Maclean stated that since the "Maritime" theme had already been voted on that we would be regressing if we were to start the process again. She suggested appointing an Arts Council member to the Brand Identity Committee in order to receive input from different groups. Henderson stated that once a marketing plan is in place, the theme will be taken to individual committees in order to promote the idea and to receive input and buy in.

Special Projects

Shay reported that the Loomis St. parking lot project is essentially complete. Only minor punch list items remain to be completed.

Ex-Officio Reports

Economic Development

Kratz provided members with the December 2004 Mason County Economic Scorecard. He reviewed the projects that were included on the report.

Kratz stated that the discussion regarding Lowe's would be completed this week. At this time Amber Township is not in the position to financially support Lowe's.

City Manager

Shay stated that footings for the Old City Hall project are being poured. The bids for this project came in as expected.

The State will be having a revenue conference next week. Ludington could possibly lose $270,000 in revenue sharing depending on the outcome.

Chamber of Commerce

Muzzin stated that the Calendar of Events and the Business Directory for 2005 are completed.

The Chamber and the Arts Council are looking for space for the Downtown Visitors Center and theater space for the summer. The Ackers Building might be a potential location.

Muzzin reported that the SCORE councilors met with 97 current or potential business owners in 2004, up from 64 in 2003. The SCORE councilors set up appointments with potential business owners looking to establish businesses in the area or with current business owners who need assistance with an aspect of their business.

Planning Commission

Nothing in regards to the downtown at this time.

New Business

Meeting Dates and Times:

The Committee voted to keep the meeting dates and times the same for 2005. The July and September meetings will be the second Mondays due to holidays.

Election of Officers:

Moved by Brown, seconded by Thompson to nominate John Henderson as Chairman. Motion carried.

Moved by McCloskey, seconded by Janish to nominate Wayne Brown as Vice Chairman. Motion carried.

Moved by Janish, seconded by McCloskey to nominate Maclean as Treasurer. Motion carried.

Moved by Maclean, seconded by Brown to nominate Janish as Secretary. Motion carried.

Meeting adjourned at 12:00 p.m.

Respectfully submitted by Mary Beutell for

Ray Janish, Secretary