DOWNTOWN LUDINGTON BOARD OF DIRECTORS MEETING – October 3, 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, Gail Lyons, Arlen McCloskey, Kathy Maclean, Tracy Thompson, Ray Janish and Darla Keillor. Others John Shay, Alberta Muzzin and Mary Beutell.

Approval of Agenda

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

Minutes

Moved by Janish, seconded by McCloskey to accept the minutes as presented. Motion carried.

Public Comments

None

Financial Report

Moved by Janish, seconded by Thompson to accept the July and August finance reports as written. Motion carried.

Beutell stated that the preliminary 2006 budget was included with the October packets. Expenses were broken up based on past usage with the majority being allocated to contractual services.

Committee Reports

Buisness Recruiting and Retention

Beutell stated that Maclean and she would be completing retention visits in October.

Special Events/Promotions/Activities

Lyons stated that the Promotions Committee is requesting funding to assist with the expenses for the Oktoberfest. At this point, the committee has received some donations, but there are still significant costs associated with the tent and band. The committee hopes to raise funds to cover at least a portion of the costs through the sale of 50/50 raffle tickets and food. All revenues and expenses are being shared with the Ludington Area Jaycees. Maclean suggested having the bars that are participating in the "1st Annual Pub Crawl" do joint advertising to promote the event. Maclean will coordinate with Payment on an advertising schedule. Muzzin also stated that an article describing the Oktoberfest is on the front page of the October Chamber newletter.

Shay stated that at this time expenses for the DLB are higher than budgeted due to costs associated with the parking lot reconstruction. He stated that the board needs to focus on marketing the downtown by implementing improvements and plans that will highly benefit the downtown area including capital improvements, standardized signage, etc.

Muzzin stated that the Chamber of Commerce and the CVB spend a considerable amount of time and effort marketing the downtown. She stated that these organizations are not in the position to assist with downtown events and festivals. At this time the Ludington Chamber and CVB participate in far more events than typical Chambers. She stated that Manistee works with Mark Sandstedt of MS Creative to market the area. The committee agreed that it would be a good learning experience to have Mr. Sandstedt speak to the board about marketing and combined opportunities for Ludington's downtown.

Moved by Janish, seconded by McCloskey to approve up to $600 to cover costs for the Oktoberfest event. Motion carried.

Building and Grounds

Nothing at this time.

Brand Identity/Marketing

Nothing at this time.

Special Projects

Ultimate Makeover Beutell reported that Don Nelson of Quality Built Homes has agreed to assist with completion of the Ultimate Makeover in mid-October.

Ex-Officio Reports

Economic Development

None.

City Manager

None.

Chamber of Commerce

None

Planning Commission

None.

New Business

Janish stated that he believes the By-Laws should be amended in relation to meeting attendance. He stated that as they stand, a number of the members would not be eligible due to absences. The board agreed that the By-Laws should be revised and agreed to discuss the issue at the November meeting.

Meeting adjourned at 11:50 p.m.

Respectfully submitted by Mary Beutell for

Ray Janish, Secretary