DOWNTOWN LUDINGTON BOARD OF DIRECTORS MEETING – July 11, 2005

Wayne Brown 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, Ray Janish and Arlen McCloskey. Others Bill Kratz, Gary Castonia, John Shay and Mary Beutell.

Approval of Agenda

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

Minutes

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

Public Comments

None

Financial Report

Moved by McCloskey, seconded by Janish to accept the finance report as written.

Beutell reported that the City of Ludington received a bill for a replacement lightpost on Ludington Ave. The insurance company of the truck driver that hit the pole has been billed but payment has not yet been received. The city hopes to receive reimbursement, but does not know when or if it will be received. Moved by Janish, seconded by McCloskey to deny payment with DLB funds and recommend that the City cover the cost at this time due to the uncertainty of reimbursement and limited funding in the DLB account. Motion carried.

Committee Reports

Buisness Recruiting and Retention

Beutell stated that Maclean and she had visited some of the new businesses in town including Lavendar Blue, Mermaids Perch, Once Read Books and Goodfella's.

Special Events/Promotions/Activities

Lyons reviewed the committee minutes from June 29, 2005. She stated that Beutell had sent letters to the merchants regarding Sidewalk Sale advertisements. The DLB no longer collects a fee for group advertising. The only organizations that pay a fee are charities. The fee is $15.

Lyons stated that the movies slated for this summer are Shark Tales, Shrek II and Spiderman II. The first movie is still undetermined. The group is considering purchasing a popcorn machine for the event.

Lyons presented a "Tourist News" publication from Maine to the board. She stated that the manager of The Christmas and Home Shoppe had given her a copy and wandered if this was something that the Ludington area should do. The publication is printed weekly during the season and monthly during the off season. Payment stated that currently Lakewinds is published monthly.

Building and Grounds

Beutell stated that she has been working with Bill Laforte on the S. James Street window display idea. Laforte personally presented the idea to area manufacturers along with a letter from the DLB supporting the idea. To date, Laforte believes there are 15 interested manufacturing businesses. Letters were sent to the owners of the vacant storefronts. Follow up call by the committee members are being made.

Brand Identity/Marketing

Beutell stated that the theme "Ludington on the Lake" was announced at the Carferry Festival in conjunction with the dedication for the Coast Guard 44'. Beutell stated that she has incorporated the theme on the DLB letterhead. Lyons asked whether the current design is the final design. Beutell stated that if board members had other suggestions for the design that they would be considered. Beutell also stated that there will be a committee working on creating a library of ideas for business and organizations who want ideas of how to incorporate the theme.

Special Projects

Friday Night Live

Payment stated that the committee decided limit the event to two nights, July 29th and August 5th, 2005. The first night will be a "Community Awareness" night with the Army and Marine Corps, police and fire departments and area organizations who wish to share information. There will also be local bands and entertainers. The second event will coincide with the sidewalk sales. The committee is working with Kate Krieger who has approximately seven bands lined up for the events.

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 for the first time since Fall of 2000, Mason County is ranked 39. The labor force and employment numbers are up.

City Manager

Shay stated that construction is occurring in the downtown waterfront area. Underground lines and a portion of the new curb and gutter have been installed. The construction was stalled due to coordination with the One Ludington Place construction.

The Tinkham Avenue reconstruction project will begin after Macker weekend.

Chamber of Commerce

None

Planning Commission

Castonia reported that preliminary review of the Pere Pointe development project has been completed. This project will provide a 10' wide public walkway along the waterfront from the Washington Avenue bridge to Copeyon Park.

New Business

Carpenter reported that a representative of the Kelly Miller Circus approached her regarding sponsorship of the Circus in Ludington on August 20, 2005. Sponsorship requires a fee of $290 at contract signing, responsibility of 200 pre-sale tickets and circulating of posters. Kratz stated that the Chamber previously sponsored the event but are no longer interested. He suggested that Carpenter contact Muzzin to discuss the idea. Carpenter will discuss the idea with Muzzin and report back.

Meeting adjourned at 11:40 p.m.

Respectfully submitted by Mary Beutell for

Ray Janish, Secretary