DOWNTOWN LUDINGTON BOARD OF DIRECTORS MEETING – December 2, 2006

Kathy Maclean called the meeting to order at 11:05 a.m. in the City Municipal Building Community Room.

Members present: Gail Lyons, Chris Pontz, Kathy Maclean, Julie Payment, Jane Carpenter, Darla Keillor and Mayor John Henderson. Also present were City Manager John Shay, Chamber of Commerce Director Alberta Muzzin, Planning Commission Representative Kaye Holman and Mary Beutell. Absent were Wayne Brown, Ray Janish, Arlen McCloskey and Magee Johnson.

Approval of Agenda

Moved by Keillor, seconded by Carpenter to approve the agenda as presented. Motion carried.

Minutes

Moved by Carpenter, seconded by Lyons to approve the September 11, 2006 minutes as presented. Motion carried.

Public Comments

None.

Financial Report

None.

Committee Reports

Business Recruiting and Retention / Marketing

The Board discussed the proposed "Welcome to Ludington" sign proposed for the entrance to the City. The following items were discussed:

- Placement of the sign to the west of Atkinson Drive on hospital property.
    - Tim Heinrich from Memorial Medical Center originally proposed the possibility of placing the sign on the East side of Atkinson Drive. However, after further discussion it was determined that this property is in Pere Marquette Township and due to setback requirements would have to be 25' behind the MDOT right-of-way which places it in the parking lot. The setback required in the City is 0' which allows the sign to basically be directly behind the sidewalk. Therefore, Mayor Henderson, Mary Beutell and Mr. Heinrich's final recommendation for sign placement is on the West side of Atkinson Drive on the top of the hill near the overflow parking area.
- Carpenter suggested having the time of the sunset on the sign.
- The board agreed that the tag like "on the Lake" should not be included on the sign.
- The board discussed proposed designs for the sign. The consensus was that the electronic portion of the sign would be a nice addition, but that the additional design needed to be reconsidered. Maclean stated that the Committe would work with Tye's Signs to re-design the sign and bring the final design back to the board for approval.
- The sign will cost approximately $18,500 plus brick/stone work, electrical and phone line.

Moved by Maclean, seconded by Payment to approve the sign concept contingent on approval by the hospital board on sign placement. Motion carried.

Special Events

Lyons reported that the Oktoberfest went well despite the low attendance due to inclement weather. The committee will be discussing and recommending changes to the event for the 2007 season to offset the dependence on weather. There was approximately a $200 deficit for the event.

Building and Grounds

None.

FRIDAY NIGHT LIVE/CHRISTMAS PARADE

The Christmas Parade and events scheduled for December 1, 2006 were rescheduled for December 8, 2006 due to inclement weather.

Ex-Officio Reports

CITY MANAGER REPORT

City Manager John Shay stated that construction is continuing on the grocery store project. At this time there is no action on the bowling alley block.

The new owners of 210 S. James Street are in the process of applying for an OPRA designation and are looking at using rental rehab dollars to rehabilitate the existing 8 apartments on the second floor into 7 units.

Two preliminary plans were presented at a public meeting for the West End of Ludington Ave. Progressive AE is now working to merge concepts from both of these plans into a third plan.

CHAMBER OF COMMERCE REPORT

Muzzin stated that CVB purchased the corner of the new grocery store building for use as a permanent visitors center.

Muzzin attended a two-hour meeting with local condo developers to discuss the future of Ludington. She stated that the developers are very positive and that the meeting was very useful.

The Chamber produced a four-minute video entitled “Up North, Close By” that will be included with information provided to potential developers.

The December Business After Hours will be held this Thursday at the Ramada Inn. It will include the Christmas Tree Auction that benefits the Scholarship Fund.

A local group is interested in setting up a small scale Children’s Hands on Museum that will be set-up in the rear portion of Maude’s Garage during the 2007 summer season. Long term goals of the group are to open a full scale museum in the area.

Muzzin stated that she would be out of the office in January and February.

PLANNING COMMISSION

Ferguson stated that the grocery store may be open by April 1, 2007.

Meeting adjourned at 12:10 p.m.

Respectfully submitted by Mary Beutell for

Ray Janish, Secretary