DOWNTOWN LUDINGTON BOARD OF DIRECTORS MEETING – June 5, 2006

City Manager John Shay called the meeting to order at 11:05 a.m. in the City Municipal Building Council Chambers. Mayor Henderson arrived at 11:10 a.m. and took over the meeting.

Members present: Tracy Thompson, Gail Lyons, Chris Pontz, Kathy Maclean, Julie Payment, Wayne Brown, Arlen McCloskey, Darla Keillor and Mayor John Henderson. Also present were City Manager John Shay, Chamber of Commerce Director Alberta Muzzin, Mason County Growth Alliance CEO David Miller, Planning Commission Representative Kaye Holeman and Jackie Steckel. Absent were Jane Carpenter, Ray Janish and Magee Johnson.

Approval of Agenda

Moved by McCloskey, seconded by Brown to approve the agenda as presented. Motion carried.

Minutes

Moved by Lyons, seconded by Payment to approve the March 6, 2006 minutes as presented. Motion carried.

Public Comments

Chamber Director Alberta Muzzin introduced the new Mason County Growth Alliance CEO David Miller to the board and welcomed him to the community. There will be a reception held for David Miller at the Chamber Office at 5:00 p.m. tonight and everyone is welcome to attend.

Financial Report

Muzzin questioned the $240 revenue figure in the financial report for the Experience Ludington brochure. She stated that the ads for the brochure were sold at $60 each and there are 70 ads in the brochure. City Manager John Shay referred this issue to Mary Beutell who will update the Board at the next meeting.

Maclean inquired about the $311.50 mileage reimbursement expense line item in the financial report. City Manager John Shay stated that the City pays .445 cents per mile and knows the Mary Beutell had attended a couple of conferences. Maclean asked the Beutell report back to the Board at the next committee on what conferences she attended.

Moved by McCloskey, seconded by Brown to approve the finance report as written. Motion carried.

Committee Reports

<u>Business Recruiting and Retention / Marketing</u>

Maclean stated that the committee met on May 1st and the minutes were included in the packet. The Board discussed the Façade Loan Program information and that it would be reviewed on an annual basis. The program applications would be reviewed by the Board prior to being taken to the bank for approval.

The Board asked that Mary Beutell prepare a written letter to be inserted into the Chamber Newsletter and used for a press release. Muzzin stated that the Chamber needs to have the information no later than June 15th in order to get it in the July newsletter.

Moved by Maclean, seconded by McCloskey to adopt the Façade Loan Program as presented by the Business Recruiting and Retention Committee. Motion carried.

Maclean stated that the Committee also discussed signage along US 10. City Manager John Shay informed the Board that he had spoken with MDOT regarding directional signage and MDOT agreed to additional signage with the understanding that the City would be responsible for repair and maintenance costs associated with the signs. John Shay will continue to work with MDOT to get the requested signage on US 10, near the existing sign located just past Taco Bell.

Maclean stated that it is the Committee's intention to continue working on getting more signage along US 10 and that its not an issue of where the signs should go but an expense issue.

The Committee is scheduled to meet at 3:30 PM on June 12th at City Hall. MCGA CEO David Miller was asked and agreed to join this Committee.

Maclean stated that Linda Zaydel, Mary Beutell and herself continue to make retention visits to the downtown retailers and so far the response has been very positive. Things are going very well and the retailers are pleased to have an opportunity to share their concerns. Muzzin reported that she has heard positive feedback from the retailers as well and that problems are being taken care of right away and the retailers appreciate the personal communication as well.

Special Events

Lyons reported that the Committee met on May 2nd and the minutes are included in the packet. The flower baskets were hung on May 9th, which is a week or two earlier than usual but the flowers have done well. The Committee met with Ted Zuiderveen (St. Julian's Winery – Caswell/Latocha) regarding the wine tasting event scheduled for September 14th at Cartier Mansion. Octoberfest is scheduled for October 14th. Movies in the Park will again take place at City Park this year on Thursday evenings during the month of August. The Ludington High School BPA Class will again be selling pop, popcorn and candy.

Building and Grounds

Thompson reported that the Committee will be meeting later in June. He said the Committee will continue to discuss the downtown signage issue. Chris Pontz was asked and agreed to join this Committee. Thompson stated that he had received a phone call about the possibility of bringing back the old flower planters in the downtown area. The Committee discussed that those planters were maintained by the individual business owners and for the most part became ash trays and a place to throw garbage.

Pontz stated that he has lived in several areas and he feels the City needs to take a good look at the downtown and decide what it wants it to be and coordinate some long-term uses that will look good, low maintenance and more conforming so that buildings coordinate and blend well together. Coming up with a plan, organizing it and implementing the plan will involve stepping on toes but the end result will be worth it. Mayor Henderson stated that several years ago, the City did look at putting historical architectural standards in place but there was absolutely no support. As with any changes, lack of funding is always the issue.

Concerns about property in disrepair was discussed and the City tries to be aggressive with its code enforcement, however, many times things get tied up in court and end up taking months to resolve. If it is a safety issue, the City will likely end up paying the costs of demolition because the property owner typically just walks away. If the problem is more of an aesthetics issue, the City will continue to stay on the property owner until it gets results, which sometimes can be a very lengthy process.

Mayor Henderson informed the Committee that the City has been working very closely with the owners of the Ludington Rec Block and once this block is developed, it will set the tone for the surrounding areas.

Lyons asked about whether or not the City had any plans to repave the parking lot by the Eagles. City Manager John Shay stated that no funding has been allocated in the 2006 budget for this project. The parking lot by Fifth Third Bank was resurfaced with funds from various sources, including DDA money. However, the DDA is no longer collecting any TIF money. Discussion took place regarding if or when the City may reinstate the collection of TIF funds. It was stated that there are complications regarding TIF's and Brownfield Redevelopment Plans and that you can not offer a Brownfield Plan if there is a TIF. Mayor Henderson stated that there are a couple of large redevelopment project that would not happen if the Brownfield Plans were not offered. Therefore until these projects are completed, it is unlikely that the City would consider reinstating the TIF. David Miller stated that there is a way for the DDA to give up it's TIF for particular parcels of property in order to allow for redevelopment and Brownfield sites.

FRIDAY NIGHT LIVES

Payment stated that things are coming together very well. (Information included in the packet.) Contributions are also coming in. The Ludington Arts Council (Pat Carney) is working with the Committee to coordinate some additional activities for the August 4th date. Ron Maluchnik has agreed to handle the sound and there is some great entertainment planned for the events. The American Legion has a trailer which can be used as a stage for the entertainment so it will eliminate the need to rent a stage. Arrangements for the pig roasts are also confirmed. MDOT denied closing the 100 block of East Ludington Avenue for the August 4th Friday Night Live. People are calling asking

when the Friday Night Lives are being held because they are planning their vacations around those dates. Mayor Henderson thanked Julie Payment & Mary Beutell for all their hard work in organizing these events.

Ex-Officio Reports

CITY MANAGER REPORT

City Manager John Shay updated the Committee on the Ludiington Rec Block project. This is a $27 million dollar project and includes a residential/retail development with a center plaza eating area. It is a complicated project due to the fact that the City needs to relocate its Fire Hall in order for this project to begin. The developers are still putting together preliminary budget figures and looking into federal and state financial incentives for the project. The City continues to search for property to relocate the Fire Hall. At this time the project is still in the preliminary planning stage. The Napa store plans on relocating outside of the City to better service its customers but Subway would like to stay in the downtown area. City Officials will continue to meet with the developers on a regular basis. John Shay also reported that the preliminary site plan for a grocery store was approved for the old A&W / Gringo's property at the corner of Robert and Ludington Avenue. This grocery store would include specialized meat and deli items similar to Northside Market.

CHAMBER OF COMMERCE REPORT

Muzzin reported that the Experience Ludington brochure is available and has been distributed in various locations throughout the City. One correction to the brochure is that Sunrise Café did not sell to Daddy Wags and will still be open as Sunrise Café. The Downtown Visitors Office is open and has been busy on weekends. The Carrom Company has its ribbon cutting on Tuesday, June 6th (12:00 Noon) corner of James and Loomis. The Ludington on the Lake video is now airing on TV 9 & 10. A motivation seminar is being held at the Chamber Office on June 8th @ 8:30 AM. The Carferry Festival will be held June 16th – 18th. This year the festival will feature a "Badger Idol" rather than a Peir Factor.

PLANNING COMMISSION REPORT

Holeman reported that the Mayor, City Manager, Planning Commission and the House of Flavors should all be commended for cooperatively working together to come up with a solution to the trucking issue which is favorable to all parties involved. Although it was a long drawn out process, it all worked out. Wayne Brown also commended the Mayor and City Manager for their efforts in resolving this issue. The Mayor stated the City cooperatively wants to communicate and educate its residents, business owners and property owners to work through problems and resolve issues because its in everyone's best interest.

New Business

Maclean asked if the Board had received a resignation from Magee Johnson as she had heard that she was going to be resigning due to her new job hours. To date nothing has been received.

Meeting adjourned at 12:10 p.m.

Respectfully submitted by Jackie Steckel for

Ray Janish, Secretary