**DOWNTOWN LUDINGTON BOARD OF DIRECTORS MEETING – March 12, 2007**

John Henderson called the meeting to order at 11:00 a.m. in the City Municipal Building Community Room.

Members present: Gail Lyons, Julie Payment, Wayne Brown, Darla Keillor, Terry Murphy, Jim Lindsay, and Mayor John Henderson. Also present were City Manager John Shay, Planning Commission Representative Kaye Holman, Chamber Representatives Alberta Muzzin and Sara Kronlein and Vickie Whittle. Absent were: Ray Janish, Arlen McCloskey, Chris Pontz, Les Johnson, Kathy Maclean.

App**roval of Agenda**

Moved by Maclean, seconded by Payment to approve the agenda as presented. Motion carried

**Minutes**

Moved by Lyons, seconded by Keillor to approve the December 2, 2006 minutes as presented. Motion carried.

**Public Comments**

None.

**Financial Report**

Not available at this time. Need to have updated financials.

**Committee Reports**

A. Business Recruiting/Retention/Marketing
   - Discussion regarding Welcome to Ludington Sign – Kathy stated that The Ludington Garden Club would like to plant flowers. Reviewed sketches of possible sign designs. Discussion regarding materials and durability of different designs. Darla suggested that if lighthouse design was chosen to put pier lighthouse on left side of sign and state park lighthouse on right side of sign. Would like to see if it is possible to have lighthouses 3-d. Kathy made motion to go with lighthouse design for 1st choice. If design is not possible to go with the dunescape design as second choice. 2nd by Julie. Vote taken and passed.

B. Special Events/Promotions/Activities
   - Movies in the Park – Scheduled for every Thursday in August.
   - Flower Baskets – need new liners, cost is $4.50 each. Also, need 10 – 20 new baskets, cost $10.00 each. Cost for flowers to be put in baskets is $1,650.00. Discussion on if we want to go down Rath with baskets. Decided it was best to stay with number of baskets we have now.

C. Building and Grounds
   - No report from committee at this time.

D. Friday Night Live/Christmas Parade

- Julie talked about scheduled events as of March. The August 3rd date is completely scheduled and looks good. Julie is still looking for ideas for event. Would love to have jugglers. Discussion on budget for Friday Night Live events. John Henderson made motion to add an additional $1,500.00 to budget. 2nd by Wayne Brown. Vote taken and passed.
- Bike Night – Discussion on whether this is an event the DLB wants to do. There is not enough man power at this time to commit to Bike Night. John Henderson will relay this decision to last year's committee.

**Other Comments**

Discussion regarding $300 that goes to Camber of Commerce from businesses and what it is used for. Talked about whether it was good or bad for downtown businesses to do their own advertising and event planning in addition to what the DLB does. Talked about having business owners come to DLB meetings on a more regular basis to work together for events. John Henderson stated that the goal of DLB was to make the downtown successful

Heather Loney, the new Community Development Director is scheduled to start March 18th. She will be visiting local businesses to talk about future plans/goals.

**Ex-Officio Reports**

City Manager Report

None

Chamber of Commerce Report

Annual dinner is March 24th at the Ramada. Chief Barnett and Bill Barret will be honored. Sara gave update on replacing Alberta. Resumes are being looked at this time.

Planning Commission

None

**New Business**

Terry brought up signage for downtown businesses. Could vacant building windows be used? John thought vacant windows were already being used for other displays.

Motion to adjourn meeting made by Wayne and seconded by Julie. Meeting adjourned at 12:30 p.m.

Respectfully submitted by Vickie Whittle