**DOWNTOWN LUDINGTON BOARD OF DIRECTORS MEETING – August 13, 2007**

John Shay 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, Terry Murphy, Kathy Maclean, Darla Keillor and Les Johnson. Also present were City Manager John Shay, Planning Commission Representative Kaye Holman, Chamber Representative Becca Martin and Community Development Director Heather L.V. Loney. Absent were: Ray Janish, Arlen McCloskey, Chris Pontz and Mayor John Henderson.

App**roval of Agenda**

Moved by Lyons, seconded by Murphy to approve the agenda. Motion carried

**Minutes**

Moved by Lyons, seconded by Johnson to approve the July 9, 2007 minutes as presented. Motion carried.

**Public Comments**

Andy from the Artists Market was present and shared ideas with the committee on how to improve Friday Night Live.

**Financial Report**

Maclean passed out financial reports to the committee detailing monies spent. Most monies to date have been spent on administrative costs and Friday Night Live Events.

**Committee Reports**

A. Business Recruiting/Retention/Marketing
    - Committee shared that the sign is up and that electricity and phone will be connected soon. Discussion was had on the amount to spend on landscaping for the sign. The committee received a quote from Carr Creek construction to pour a cement wall and cover it with cultured or limestone to match the marina area. Shay informed the committee that the discussion was had in December and reflected in the minutes that additional funds would be needed to landscape the area, in addition to the sign cost. The committee discussed the guidelines for sign content. A question was asked regarding banners now that the sign will be operational. Shay expressed that the intent of the sign was to eliminate banners on Ludington Ave.
B. Special Events/Promotions/Activities
    - Movies in the Park – Lyons shared with the committee that there have been huge crowds at the events so far. There are three movies left.
    - Lyons shared that Sidewalk sales went wonderfully with Friday Night Live.
    - Lyons also shared the ideas for the upcoming Oktoberfest. There will be day activities for families and a pub crawl at night. Andy Thomas is designing the pub

crawl shirt. The intent of the committee is to request a street closure for the Daytime Oktoberfest activities.

C. Building and Grounds
    - Heather explained that the committee has been working with DPW to gather information on the cost of new lights. The committee decided to test leaving the lights up all year by experimenting with one block on Ludington Ave. in September.

D. Friday Night Live/Christmas Parade
    - Payment expressed that all Friday Night Live events went well. The committee is considering changing the time to 7-10pm for next year's events. Payment expressed that Instrumental Music was a huge help, and the stages worked out well for performers.
    - Andy Thompson asked the committee to incorporate getting the businesses involved by encouraging them to have activities outside of their stores as well as the activities in the streets.
    - Bike Night – Payment gave an update that Bike Night will be happening on September 15th, the committee will be meeting on Wednesday the 16th. Payment shared that the Chili Cook-off for Andre Bosse Centers will be held during Bike Night this year.
    - Christmas Parade- Payment expressed the need to organize with the chamber on this event. Martin said that she is in the process of learning what events there are in the area and whose responsibility those are.

**Ex-Officio Reports**

City Manager Report

- Shay announced that the City has reached an agreement for the Padnos property on Dowland for placement of the new Fire Hall-pending an environmental review. The property will remain vacant and the fire hall will not be moved until plans for the bowling alley block move forward.
- Shay also announced that the office for North Shore Villas will be located in City Center Building

Chamber of Commerce Report

- Martin reported that the chamber & visitors bureau are looking into how they deliver services and events. They are also looking into the integration of events and businesses.

Planning Commission

- No Report

**New Business**

- Shay explained the idea of expanding the boulevards on Ludington Ave 2 blocks east. He explained that the city has met with MDOT to determine their feeling on the expansion.

Information is still being sought out from business and property owners as to how the expansion would affect them.

- Loney shared a Homeless Initiative with the committee that is being explored by United Way.
- Shay explained the TIF handout to the committee. He also explained the importance of having a comprehensive plan in place before approaching the City Council for the implementation of a TIF. Shay also expressed that the committee would need to rewrite the TIF plan and make it broader.

Meeting adjourned by Shay at 12:20 p.m.

Respectfully submitted by Heather L. V. Loney