**DOWNTOWN LUDINGTON BOARD OF DIRECTORS MEETING – October 8, 2007**

Mayor John Henderson called the meeting to order at 11:00 a.m. in the City Municipal Building Council Chambers.

Members present: Gail Lyons, Julie Payment, Wayne Brown, Terry Murphy, Kathy Maclean, Darla Keillor, Chris Pontz and Les Johnson. Also present were City Manager John Shay, Planning Commission Representative Kaye Holman, Chamber Representative Becca Martin, Convention and Visitors Bureau Director Sarah Kroenlein and Community Development Director Heather L.V. Loney. Absent were: Jim Lindsey

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 August 13, 2007 minutes as presented. Motion carried.

**Public Comments**

Andy from the Artists Market was present and commented on decorations downtown. He encouraged decorations to be put on all blocks of downtown.

**Financial Report**

Maclean stated that there was no report at this time.

**Committee Reports**

A. Business Recruiting/Retention/Marketing
    - No Report at this time
B. Special Events/Promotions/Activities
    - Lyons shared that Oktoberfest was a success.
    - There will be a 4:00pm meeting for holiday events and parade.
    - Maclean commented that eh pub crawl was a success and that people from out of town came to participate.
    - Murphy stated that there was originally concern over it being such a busy weekend but it was a success.
C. Building and Grounds
    - Pontz brought up an issue on Filer and Robert concerning sand build up. Pontz asked if the sweeper could take care of that area.
    - Pontz inquired as to when leaf pick up would begin. Holman stated it begins October 17.
    - Henderson shared that the holiday decorations are being made and that we have the templates back.

D. Friday Night Live/Christmas Parade
    - Meeting is scheduled for 4:00pm to discuss the parade.

**Ex-Officio Reports**

City Manager Report

- Shay announced that the developers of the bowling alley block met with the City today. They are doing their due diligence.
- Shay explained to the committee that the environmental reports were received back on the fire hall. No contamination was found that would stop the purchase from moving forward.

Chamber of Commerce Report

- Martin proposed a study be done on Cultural Tourism for the area. Martin asked the downtown Ludington Board to support the study by contributing $2000 toward the total cost of $6000. The Chamber and CVB would contribute the remaining $4000. Murphy inquired as to how this study would reach local arts & culture organizations. Martin stated there would be delineation. The company would interview different organizations for the 3 days they spend in the area. Brown asked if the company would be presenting their findings to the boards supporting the study monetarily. Martin stated that they would not. Shay inquired as to what the report would say and what it would tell us about the area. Maclean asked if the study would recommend grant programs. Martin explained the qualifications of the group to conduct the study and other studies they have done to date Murphy inquired as to how it would help other organizations. Martin stated that cultural tourism is referenced in other plans but that there were no indicators on how to move forward and make it an industry or economic benefit. Shay inquired whether the Department of Histories Arts and Libraries knew about this effort. Martin stated that she has not discussed it with them and has no intention to do so. She stated that they do know she is going after it. Murphy asked whether the Arts Council should be brought in as contributors. Martin stated that only an expert or outsider could bring us forward at this point. Keillor inquired whether an additional contribution would be required of the board and that at this point we are contributing 10% of our budget. Martin stated there would be no additional request for funds from the Downtown Ludington Board. Shay asked who the stakeholders were and what the timelines are for the study and for the statewide initiative. Martin stated that she had hoped to push the study through before the end of the year and that the state had no timeline.

Motion by Brown, Seconded by Pontz to contribute $2000 toward the study. Motion Carried.

- Maclean reported that the Ambassador's Statewide Conference went well; they also did a pub crawl in downtown.

Planning Commission

- Holman stated that the planning commission is pushing for the boulevards to be added to downtown.

Convention and Visitors Bureau

- Kroenlein explained that the downtown visitors center will be open all year thank to Artists Market. It will only be open during the Artists Markets business hours.

- CVB staff will make sure the center is stocked, and the airport center will be open as well.
- A summary report will be available for the next meeting concerning the downtown visitors center.

**Old Business:**

- Strategic planning results and rankings are included in the packets. Holman stated that the bathrooms should have been a higher priority.
- Lyons asked if the West End Project would move forward in 2008.
- Holman stated that the text committee would be looking at signage and that what we have now is illegal.

**New Business:**

- Murphy inquired as to whether the city was tearing down the house by Chef Johns. Shay stated that they were not.
- Andy Thomas submitted a letter of interest to become a member of the Downtown Ludington Board.

Meeting adjourned by Henderson at 12:30 p.m.

Respectfully submitted by Heather L. V. Loney