DOWNTOWN LUDINGTON BOARD OF DIRECTORS MEETING –August 11, 2008

Mayor 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, Terry Murphy, Kathy Maclean , Chris Pontz, Darla Keillor, Aleksy Urick, Andy Thomas, Les Johnson, Jim Lindsey and Nick Tykoski. Also present were City Manager John Shay, Community Development Director Heather L.V. Loney.

Approval of Agenda
Moved by Pontz, seconded by Payment, to approve the agenda. Motion carried

Minutes
Moved by Pontz, seconded by Payment to approve the July, 2008 minutes as presented. Motion carried.

Public Comments
None

Financial Report
Maclean stated that the fund balance is currently $22,000. There were $7,142.00 in expenses. There will be a $10,00 administration fund transfer at the end of the year. Should have a better balance at the end of next month once all summer event expenses have been recorded.

Committee Reports

A. Business Recruiting/Retention/Marketing
Maclean stated that there was no meeting this month. Thomas reported that he had spoken to the Plaza businesses and that they had expressed that they felt they had not received as much as they were promised.

B. Special Events/Promotions/Activities
Lyons stated that Movies in the park began last Thursday

C. Building and Grounds
Pontz stated that there were a lot of weeds downtown and asked what the protocol was. City Manager Shay explained that the City sprays for weeds through a contract with Turf Care.

Holman stated that a tourist showed her trash during a summer Friday Night Live event. She cleaned the streets on 8/2/0. She received a comment from a local business owner about how the City was finally cleaning the streets. Holman stated that a meeting needed to be held about the dead trees.
Murphy suggested more notices be sent to block captains about these issues to create awareness so more people would take the initiative.

D. Friday Night Live/Christmas Parade
Payment stated that the Friday Night Lives are finished for this year. It appeared that the final FNL had the most attendance. The time for next year will move from 6-9pm.

Payment also stated that September 13 will be bike night this year. There will be 3 bands and vendors.
The holiday initiative has begun and there will be discussion soon about the possibility of a joint promotion for Downtown of reusable shopping bags in the theme of this year's Pink Christmas initiative.

E. Communications

Murphy gave the committee a handout summary of the Google group and the communications made to business owners. Murphy also updated the Board on the Arts Council, Windows Projects, Scarecrow Contest, and the Center for the Arts collaboration with the holiday initiatives of Cocoa & Caroling after the parade.
Murphy also presented the mini-grant idea for window displays to the Board. More information needs to be gathered.

Ex-Officio Reports

City Manager Report
Update was given on the bowling alley block.
Shay reported that many people have commented on Friday Night Live. He stated what a good reflection on the community it has been.

Chamber of Commerce Report/ Convention and Visitors Bureau
Maclean reported that there is a lot going on this weekend. The Art fair went well. August seems to be better for local tourism, people are making reservations at the last minute & staying a few days longer than normal. Badger is having repairs done and is not currently running. Hospital fundraiser is going well $464,000 has been raised of the $1.3 million goal. The Chamber also has a new web site, please visit and give your feedback. There is also an initiative to start monthly meetings with Downtown Scottville & Ludington staff to foster collaboration & communication.

Planning Commission
Holman stated that the text committee is currently looking at the sign ordinance. They will be discussing sandwich signs. Holman also stated that the City Code addresses downtown vendors, and they will be discussing that as well & will be coming to the Downtown Board to get opinions on what they come up with.

Mason County Growth Alliance
VanDyke reported that a new part-time position has been developed for the alliance and will serve Mason, Lake & Oceana Counties. SBTDC.

Old Business:

- Parking Lot Issue- Jim spoke with businesses and not everyone was aware that there was an issue. The business consensus was that the parking should remain as it is, but that consistent enforcement was needed.

New Business:

An overview of the Bowling Alley block was given
Mayor Henderson asked that the DLB consider contributing $2500.00 to a study for the consideration of a convention center in Downtown Ludington.
A motion to contribute $2500 towards the study was made by Thomas and seconded by Payment.

Motion by Tykoski second by Murphy to adjourn the meeting. Motion carried.

Meeting adjourned by Mayor Henderson at 12:57 p.m.

Respectfully submitted by Heather L. Venzke Loney