DOWNTOWN LUDINGTON BOARD OF DIRECTORS MEETING –May 12, 2008

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

(Circle or highlight those present)
Members present: Gail Lyons, Wayne Brown, Terry Murphy, Kathy Maclean, Darla Keillor, Chris Pontz, Aleksy Urick, Les Johnson, and Nick Tykoski. Also present were City Manager John Shay, Planning Commission Representative Kaye Holman, Community Development Director Heather L.V. Loney, MCGA Director Julie VanDyke.

Absent: Jim Lindsey, Julie Payment, Andy Thomas, Sara Kroelein CVB Director, Becca Martin, Director Chamber of Commerce.

Approval of Agenda and Minutes
Moved by Brown, seconded by Murphy to approve the agenda and minutes. Motion carried

Public Comments
Mayor Henderson updated the committee on two possible new tour operators in the Downtown Ludington Area.
Joe Maloney of the Planning Commission presented the planning commission ideas and initiatives for new bike racks around the downtown area. Three-four racks will be done this spring. He also presented the safety vest program for walkers as a part of the "Be Safe Be Seen" campaign.

Financial Report
Maclean stated that there were no expenses outside of the normal maintenance bills.

Committee Reports

A. Business Recruiting/Retention/Marketing

Maclean reported that Andy Thomas is working on the recruitment folder design.
The business retention & Communications Committee went on visits to new businesses. The committees targeting businesses that had moved to the area in the past year.

B. Special Events/Promotions/Activities

Lyons reported that the flower baskets are ready. There will be 74 flower baskets at $16.50 a piece with an extra $330.00 charge for replacement of baskets and a $100.00 delivery fee.

Lyons also reported on the Movies in the Park free popcorn initiative. Downtown Businesses will be provided coupons to give to patrons for free popcorn at movies in the park with any purchase made at a downtown business.

The committee will be meeting in the next 2 weeks to discuss sidewalk sales.

C. Building and Grounds

Pontz reported that here will be dune grass planting next week by the planning commission.
Pontz reported that he is working on pricing for benches and trying to get sponsors for benches

downtown. He would like to replace them with trex material.

Tykoski reported on signage designs and proposals for the TIF collection. Samples were shown to the committee.

Johnson reported on the tree replacement for downtown and the possibility of palm trees in Michigan. He stated that the existing trees need to be trimmed and he is working with the planning commission.

D. Friday Night Live/Christmas Parade

Mayor Henderson reported that FNL is progressing. Helpers will be needed for the event days to assist with running inflatables and games downtown. The Committee is also working with the fair board on some type of joint initiative and are waiting to hear back from that board..

E. Communications

Murphy reported that meeting minutes from the block captains have been posted on the google group and also handed out notes to the committee. Murphy reported on the Todd & Brad Reed gallery expansion downtown. She also included a marketing proposal for the TIF plan.

Ex-Officio Reports

City Manager Report

-Shay reported that there has been a freeze on non-emergency projects by MDOT. This will affect the boulevard expansion which may not be done because of this freeze.

- Shay also reported that there will be a public hearing on the closure of the N James Street block on May 19th at the City Council Meeting.

Chamber of Commerce Report

Maclean reported that on may 29th and June 19th from 7:30-10:30am the CVB & Chamber will be holding Hospitality Training and "ask me I live here" training programs at the Chamber.

Maclean reported that Melody's will be having a ribbon cutting at 2:00pm on Saturday celebrating 1 year in town.

Planning Commission

Holman reported that he text committee will be looking at the City's sign ordinance.

Convention and Visitors Bureau

Maclean reported that on May 14 at 1:00pm there will be an orientation for the Visitor Center and at 2pm Thom Hawley will be giving tour guide training.

Mason County Growth Alliance

Van Dyke asked the committee about the interest of having Ron Steiner do a class in downtown Ludington. Mayor Henderson suggested posting the idea on the google group to get feedback for the class from business owners.

Van Dyke also reported on the progress of the downtown hotel possibility.

Van Dyke also shared that she would be meeting with manufacturers looking to locate in the area.

Old Business:

- John & Heather will be bringing the TIF proposal to the finance committee.

New Business:

The Committee discussed the possibility of adding 8 hour parking to the north parking lot behind the 100 block of east Ludington Avenue. The building & grounds committee will speak with the business owners to get there input before any recommendations are made.

Motion by Urick second by Maclean to adjourn the meeting. Motion carried.

Meeting adjourned by Mayor Henderson at 12:25 p.m.

Respectfully submitted by Heather L. Venzke Loney