DOWNTOWN LUDINGTON BOARD OF DIRECTORS MEETING – February 11, 2008

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

Members present: Gail Lyons, Wayne Brown, Terry Murphy, Kathy Maclean, Aleksy Urich, Andy Thomas. Also present were City Manager John Shay, Planning Commission Representative Kaye Holman, Community Development Director Heather L.V. Loney, CVB Representative Sara Kroenlien, Chamber Director Becca Martin, Growth Alliance Director Julie VanDyke.

Absent: Darla Keillor, Les Johnson, and Jim Lindsey

Excused: Julie Payment, Nick Tykoski, & Chris Pontz.

Approval of Agenda
No Quorum
Minutes
No Quorum
Public Comments

Chief Barnett presented a Downtown watch Program Idea.

Financial Report
Maclean stated that money spent to date was for the study being conducted on cultural tourism.

Committee Reports

A. Business Recruiting/Retention/Marketing
   No meeting this month

B. Special Events/Promotions/Activities
   Will be meeting February 28th

C. Building and Grounds
   All Absent

D. Friday Night Live/Christmas Parade
   Have met with the Fair board to do some joint promotion of FNL during fair week.

E. Communications

   Looking at how to engage Block Captains more
   Holding a merchant meeting on February 22nd
   Looking at how to communicate the 2008 priorities of DLB

Launching a google group for idea sharing
Looking into taking advantage of surveymonkey.com
Manistee DDA example of newsletter they are doing.

Ex-Officio Reports

City Manager Report

- Looking at feasibility study of the rec block looking to receive the report in the near future
- Shay updated the committee on the NorthShore Villas condominium project. The project has been postponed for one year. DEQ turned down marina plan.

Chamber of Commerce Report

- Martin gave an update regarding the Port Cities Collaborative
- Cultural tourism study will be starting and meeting will be held with stakeholders.
- Great Lakes Cruising Coalition was discussed. Ludington area has rejoined this effort.

Planning Commission

- Shay updated the committee on the 2008 goal to preserve the old victorians on East Ludington Ave.

Convention and Visitors Bureau

- Kroelein update the committee on the new CVB project & partnership for Michigan Beach Towns Initiative.
- New destination guide will be out at the end of the week.

Mason County Growth Alliance

- VanDyke shared an upcoming business incubator class that will be held at West Shore Community College.

Old Business:

- TIF collection & Capture. Need to put cost estimates together

New Business

Respectfully submitted by Heather L. V. Loney