DOWNTOWN LUDINGTON BOARD OF DIRECTORS MEETING – November 10, 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, Wayne Brown, Kathy Maclean, Darla Keillor, Chris Pontz, Aleksy Urich, Les Johnson. Also present were City Manager John Shay, Community Development Director Heather L.V. Loney, Chamber Director.

Approval of Agenda
Moved by Brown, seconded by Keillor to approve the agenda. Motion carried

Minutes
Moved by Johnson, seconded by Lyons to approve the October 13, 2008 minutes as presented. Motion carried.

Public Comments
None

Financial Report
Maclean stated that the budget summary was handed out to everyone. There is a line item listed for the money that has been paid for Pink Lights, that money will be transferred back out for payment of the bill.

Committee Reports

A. Business Recruiting/Retention/Marketing

Maclean reported that the committee heard 2 proposal for web site creation, updates, hosting, e-newsletters, and advertising opportunities. The Committee is recommending that the Board accept the proposal from the Ludington Daily news.
A motion to accept the Ludington daily News proposal was made by Brown, seconded by Johnson. Motion carried.

B. Special Events/Promotions/Activities

Lyons addressed a request to have the board solicit advertising and be the fiduciary for an effort to hold a holiday open house that raven's would like to put together. This would be in addition to the existing holiday efforts.

Planning for a winter carnival is in process in conjunction with the Chamber of Commerce. This event would be in conjunction with Indoor Sidewalk Sales in the winter.

C. Building and Grounds

Pontz asked when leaf pick up would take place. City manger Shay explained that there are 3 crews working on it and will continue until the snow falls.
Urick noted that the plaza area has been very clean recently.

Brown discussed the possibilities for the official downtown holiday tree. He will be securing the tree.

D. Friday Night Live/Christmas Parade

Payment reported that the committee is working in getting the chestnuts & chili line dup for before the parade. The parade will be December 5 at 6:30pm

E. Communications

A merchant meeting has been set fro November 13 at the new arts center.

Ex-Officio Reports

City Manager Report

Shat reported that the western land development is on hold until spring. MDOT has released their standards for plowing winter roads.

Chamber of Commerce Report & Convention and Visitors Bureau

Maclean reported that on November 20th there will be a small business recovery seminar put on by the Chamber, growth alliance, SCORE & SBTDC. It will cover how to handle disasters. Also on Wednesday at 4pm EXIT realty will be having a ribbon cutting. December 4th business after hours will be the silent auction and holiday party.

Planning Commission

The building & licensing committee will be looking into changes in the sign ordinance. There will be a meeting held in January with merchants to gather input.

Mason County Growth Alliance

Healy reported that the new SBTDC & SCORE sign is up at the airport.

Old Business:

- 5/3rd ideas were heard
- A discussion about changing the policy about financial decisions. The consensus was to deal with these issues on a case by case basis not to create an overall policy

New Business:

A handout was distributed on new non-profit regulations.

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

Meeting adjourned by Mayor Henderson at 12:00 p.m.

Respectfully submitted by Heather L Venzke Loney