DOWNTOWN LUDINGTON BOARD OF DIRECTORS MEETING September 14, 2009

Mayor John Henderson called the meeting to order at 9:35 a.m. in the City Municipal Building Community Room.

(Circle or highlight those present)
Members present: Gail Lyons, Julie Payment, Wayne Brown, Terry Murphy, Kathy Maclean, Darla Keillor, Les Johnson, and Nick Tykoski. Also present were City Manager John Shay, Community Development Director Heather L.V. Loney, CVB Representative Amy Seng (Regular Meeting only), and Chamber Director.

A Motion was made by Brown and seconded by payment to suspend the regular meeting and go into the budget meeting. Motion carried.

Mayor Henderson and City Manager shay presented the current economic situation to the Board. It was explained that the City will begin to budget on a 3 year cycle each year in order to better predict the economic situation. Community Development Director Venzke provided the Board with a compilation of requested and projected revenues for 2010.

Each Committee presented budget requests to the Board. The following allocations reflect those presentations:

BUS RETENTION & MARKETING	MERCHANT booklet	$500.00
	Web	$3,000.00
	Ad Wrap	$400.00
	Marketing	$1,000.00

FNL & EVENTS	Friday Night Live	$10,000.00
	Oktoberfest	$1,500.00
	Movies in the Park	$1,300.00
	New Years Eve	$1,000.00
	Farm Market Promotions	$700.00

BUILDING & GROUNDS	Benches, Trash Cans & Tables	$15,000.00
	Continuation of New Signage	$20,000.00
	Eagles Parking Lot(3 yrs @4200 per yr)	$4,200.00
	Landscaping/ Plantings	$600.00

OTHER DDA PROGRAMS	Flower Baskets	$2,400.00
	Façade Program	$6,000.00

STAFFING/ADMINISTRATION	Farm Market Master 27weeks	$1,300.00
	Seasonal Staff	$5,000.00
	Administration	$30,000.00
	Electronic Sign phone/power	$600.00
	Baby Badger expenses upkeep	$500.00

The above allocations were accepted by the Board and will be entered into the 2010 budget. Additional expenditures for postage, mailings, and miscellaneous operating supplies and needs

will be added in in accordance with the needs of board administration.

A motion was made by Tykoski seconded by Murphy to move into the regular business meeting at 11:35.

Approval of Agenda and minutes
Moved by Tykoski, seconded by Brown to approve the agenda and the August 10, 2009 minutes as presented.

Public Comments
None

Financial Report
Maclean presented the current financials for August 2009. A balance sheet has been requested for future financial reports.

Committee Reports

A. Business Recruiting/Retention/Marketing/Communications

Maclean reported that the committee met recently to prepare their budget requests fro the budget meeting. Upcoming goals and projects are reflected in those requests.

B. Special Events/Promotions/Activities

Lyons reported that Oktoberfest will be held October 3rd. There will be traditional day activities as well as an evening pub crawl.

C. Building and Grounds

St Hillaire reported that Johnson has been following up on the parking issues. St Hillaire also reported that fall decorating will be on September 23rd from 3-5pm. Directional/Wayfinding signage will be going up in the next week.

D. Friday Night Live/Christmas Parade

Henderson reported that New Years Eve Ball Drop preparations are ongoing. LED lights will be used for the ball.
Henderson requested that the Downtown Ludington Board allocate the balances from the Friday Night Live Events and Bike Night to the New Years Eve Ball Drop. A motion was made by St Hillaire, seconded by Brown to allocate remaining funds from event to the New Years Eve Ball Drop. Motion carried.

Ex-Officio Reports

<u>City Manager Report</u>
Shay reported that the Marin Dock bids came in lower than expected. However the breakwater and walkway bids were over budget. The City is looking at ways to address this.

Shay also reported that the James Street ARRA paving project will begin soon.

Chamber of Commerce Report
Maclean reported that the annual chamber golf outing will be taking place tomorrow at Lincoln Hills. The next Business After Hours will be held at the entertainment tent at the Harvest Festival on September 24th. The Barns and Byways event will be held October 10th

Planning Commission
Venzke reported that the Planning Commission approved a Special Land Use permit for By the way Café at 119 W Ludington Ave.

Convention and Visitors Bureau
Seng reported that the Fall Fun brochure is out; the music Festival was a large draw. The CVB saw a strong August. Seng also reported that the Badger would be ending its season 2 weeks early. Seng also noted that he fall color tour will not have signage as new signs are needed and those are not in the current budget.

Old Business:

- A Motion was made by Brown and Seconded by St Hillaire that the Downtown Ludington Board is in favor of keeping N James Street closed for the use of a pedestrian park/plaza area. Motion carried

New Business:

- Mayor Henderson read a letter from Bones & Butts owners Shawn & Doreen Schreiber. They are in favor of the closure of N James Street.
- Snyder's shoe store owner Jill Snyder also expressed that having handicap parking closer to the stores/businesses in that are would be helpful.
- An announcement was made that Julie VanDyke has resigned from the Growth Alliance. That board will be meeting soon to discuss replacing that position.
- Murphy announced that the Center for the Arts will be holding an Apple Jam on October 17 & 18.

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

Meeting adjourned by Mayor Henderson at 12:15 p.m.

Respectfully submitted by Heather L. Venzke