DOWNTOWN LUDINGTON BOARD OF DIRECTORS MEETING February 16, 2009

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, Julie Payment, Wayne Brown, Darla Keillor, Aleksy Urick, Andy Thomas, Les Johnson and Nick Tykoski. Also present were City Manager John Shay, Community Development Director Heather L.V. Loney, CVB Representative Amy Seng.

Absent: Terry Murphy, Kathy Maclean, Chris Pontz, and Jim Lindsay.

Approval of Agenda
Moved by Thomas, seconded by Lyons to approve the agenda. Motion carried

Minutes
Moved by Payment, seconded by Keillor to approve the January, 2009 minutes as presented. Motion carried.

Public Comments
Bob Johnson, Executive Director of the Memorial Medical Center Foundation gave an overview of the Pink Christmas Campaign. To date Johnson reported that 213 gifts were received and $23,000 was raised for the foundation as a direct result of the campaign. In total $643,000 of the $1.3 million campaign has been raised.

Marylyn Leavitt and Melissa Johnson presented a handout to the community outlining benefits they found as a result of the Pink Christmas campaign. The handout outlines the length of the campaign, volunteers, and what businesses received.

Bob Johnson also stated that 18 states and 1 foreign country contributed to the campaign.

Melissa Thompson submitted 2 letters in support of Pink Christmas.

Mary Reeds-Mortensen shared her experience and reactions to Pink Christmas as someone who was diagnosed with Breast Cancer during the holiday season. She expressed to the committee that she had a hard time being downtown during the holidays because of the campaign. She expressed that there should be a balance between the pink and the happy colors for Christmas to address the emotional side of someone newly diagnosed who does not yet know if they are a survivor.

Mary Cabot also stated that she thought the campaign was wonderful but that it was a little much and wondered if whit could be added and the pink toned down a bit.

Brad Reed expressed that he was amazed at how smoothly the campaign went and how quickly it was put into place. He also stated that we can learn from our mistakes and successes and come together for a successful 2009 campaign.

Financial Report
Venzke Loney presented a financial breakdown for the committee. Johnson reported that he still

has some money from T-shirts to bring in.
A motion was made by Johnson and Seconded by Tykoski to accept the financial report. Motion Carried.

Committee Reports

A. Business Recruiting/Retention/Marketing/Communications

Thomas reported that a meeting is being schedules to discuss new ideas. One new idea is a yellow pages for Downtown concept. Also the committee will be exploring the opportunity to partner with the Daily news for group sales and marketing opportunities.

B. Special Events/Promotions/Activities

Lyons and Venzke Loney met about the Flower baskets. Bids are due on February 23rd.
Hallmark had a successful Indoor Sidewalk sale.

C. Building and Grounds

Venzke Loney reported that additional information for the committee was contained in the Packet. Tykoski explained of one of the proposals for the Downtown Logo. A suggested list of duties for the Downtown staff person was submitted by Amanda St Hillaire and is included in the packet. Brown commented on the ice rink downtown and how it was well received. Gail commented that she was thankful for the new snowplowing method. She stated that it has improved snow removal downtown tremendously.

D. Friday Night Live/Christmas Parade

Payment reported that the committee is scheduled to meet on Thursday but will need to change the date to Wednesday as committee member will be unavailable to meet. Requests to perform at FNL are beginning to come in.

Ex-Officio Reports

City Manager Report

Shay reported that there was no activity by western Land at this time.

Chamber of Commerce Report

Seng reported that the Taste of Ludington is on for next year. Great Feedback was received from the event. The only negative was that no one road the bus provided.

Planning Commission

Shay reported that the commission recommended changes dealing with the temporary sandwich board signs and the time of year they can be displayed as well as changes allowing N James street businesses to display there boards on Ludington avenue City property.

Convention and Visitors Bureau

Seng reported that the CVB is partnering with MI Works to get more volunteers.

Mason County Growth Alliance

Seng reminded everyone of the upcoming class offered by the growth Alliance. A flyer is contained in the packet.

Old Business:

- Venzke Loney reported that a compilation of survey results are included in the packet.

New Business:

The Pink Christmas presentation was discussed. Ideas for a compromise were presented. A concern was raised over the amount of lights that will still be functioning next year. An idea was presented to support the cause with an October event.

Thomas reported that the Committee working on the Ludington Beer Festival would be meeting tomorrow. The tentative date is set for August 22nd.

Mayor Henderson gave an update on the New Years Eve Ball drop idea.

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

Meeting adjourned by Mayor Henderson at 12:30p.m.

Respectfully submitted by Heather L Venzke Loney