DOWNTOWN LUDINGTON BOARD OF DIRECTORS MEETING January 12, 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, Terry Murphy, Kathy Maclean, Darla Keillor, Chris Pontz, Aleksy Urick, Andy Thomas, and Nick Tykoski. Also present were City Manager John Shay, Planning Commission Representative Kaye Holman, Community Development Director Heather L.V. Loney, CVB Representative Amy Seng, Chamber Director, Kathy Maclean.

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

Minutes
Moved by Brown, seconded by Payment to approve the December 8, 2008 minutes as presented. Motion carried.

Public Comments
None

Financial Report
Maclean stated that there is a handout on miscellaneous revenues outlining what came in. A motion was made by Pontz, seconded by Payment to accept the financial report as presented.

Committee Reports

A. Business Recruiting/Retention/Marketing/Communications

Maclean reported that the brochure/ resource guide for Downtown Merchants is in the final editing stage. The www.downtownludington.org web site is up and running and there have been 450 unique hits in 4 weeks.
Mayor Henderson inquired whether a meeting could be put together with Downtown Merchants by the Committee like the Chamber/Growth Alliance held recently to identify challenges.

B. Special Events/Promotions/Activities

Lyons gave an update on the events for the Winter Thaw-Out festival and the indoor shopping. A report of potential 2009 events and additions was given. The committee will be working on which events to proceed with and getting the word out.

C. Building and Grounds

Pontz reported that there was no report from the committee at this time. Mayor Henderson gave an update on new snow plowing procedures for the Downtown area that the DPW would be trying out.
The committee will be planning a meeting for early February to determine job duties and responsibilities for the new Downtown Staff person.

D. Friday Night Live/Christmas Parade

Payment reported that booking for Friday Night Live has already begun for 2009. The committee

will be meeting soon to outline themes and go through band applications.
Mayor Henderson gave an update on a New Years Eve ball drop idea he is working on for Downtown for 2009.

Ex-Officio Reports

City Manager Report

Shay reported that there was no additional movement on the Western Land Development at this time.

Chamber of Commerce Report

Maclean reported that there will be a book club tomorrow at House of Flavors lead by Cal Dekuiper on the book Good to Great. Maclean also reported that they are looking into 2009 Business Education Classes with the Growth Alliance and possibly revisiting marketing as a topic. Maclean also reported that the Fishing Tournament lost Gander Mountain as a title sponsor for 2009.

Planning Commission

Holman reported that the Commission has been discussing signage and will be going ahead with changes and updates across the City.

Convention and Visitors Bureau

Seng reported on an upcoming preservation workshop at the Center for the Arts. The workshop will go over what is available from the State.

Mason County Growth Alliance

No report

Old Business:

- Venzke Loney reported that the surveys sent out are being compiled. The responses are coming back slowly.
- A description of the passport, and taste of Ludington was given for the Winter-Thaw-Out festival

New Business:

A motion was made by Brown and seconded by Payment to nominate the current officer to remain in their positions for 2009. Motion carried

A motion was made by Thomas and seconded by Brown to keep the Downtown Ludington board meetings on the 2nd Monday of the month at 11am at City Hall. Motion carried.

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

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

Respectfully submitted by Heather L. Venzke Loney