DOWNTOWN LUDINGTON BOARD OF DIRECTORS MEETING March 9, 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, Terry Murphy, Kathy Maclean, Darla Keillor, Aleksy Urick, Andy Thomas, and Les Johnson. Also present were City Manager John Shay, Planning Commission Representative Kaye Holman, Community Development Director Heather L.V. Loney, CVB Representative Amy Seng,

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

Minutes
Moved by Keillor, seconded by Payment to approve the February 16, 2009 minutes as presented. Motion carried.

Public Comments
Terry Greer, President of the Memorial Medical Center Hospital Board shared an upcoming table's fundraiser on June 28. The fundraiser will be held at the Stearns Hotel from 1-5pm. Tickets will be $20.00 to view the tables and $25.00 with lunch. All proceeds will go to the Women's Imaging Center Fundraising. For Information contact Terry at tbgreer@charter.net .

Financial Report
Loney submitted a financial breakdown and cost cut projections for consideration. Projected revenues ended up higher than actual revenues for 2009.

Keillor asked that when budgeting in the future that we could budget with a gap so that cuts would not be needed.

A motion was made by Murphy and seconded by Thomas to accept the cuts presented.

Committee Reports

A. Business Recruiting/Retention/Marketing/Communications

Thomas handed out a proposal for advertising in the weekend shopper through the Ludington Daily News. Thomas shared the committees ideas of working with other agencies for a shop Mason County initiative to make is affordable to do. Thomas also discussed that the committee will be looking into adding a yellow pages reference of downtown businesses to the Downtown Resource Guide for next year.
Keillor further explained that the shopper as presented was outside of the current budget, and that the committee would continue to look at other alternatives. Keillor also distributed a sample from Manistee.
Vicki Raven asked if other media sources were considered.
Murphy asked if the online newsletter was being continued.
Payment stated that she would check on the newsletter.

B. Special Events/Promotions/Activities

Lyons told the committee that the flower basket bids were in and distributed a sheet of the bids received. The bid as awarded to Gustafson's Greenhouse.

Urick reported on the Downtown Earth Day promotion for April. He has spoken to the environmental group AFFEW and stated that the Plaza café will be having a vegetarian special each day throughout the week of promotion.

Murphy added that AFFEW will also be having an exhibit at the Art Center on April 18.

C. Building and Grounds

Holman reported that there were logo issues with the signage. Holman reported that the committee met and discussed the downtown job description.

Keillor inquired about the alley near Trophy Class Realty. Keillor noted dog issues in the alley area.

The possibility of the Downtown employee running the farmer's market was discussed.

D. Friday Night Live/Christmas Parade

Payment reported that the committee has met to being planning Friday Night Live. The committee will begin booking bands soon.

Mayor Henderson discussed the use of the DPW and that more volunteer support was needed.

Keillor asked that the committee bring a sign up sheet of duties and that each board member sign up for a spot.

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

Ex-Officio Reports

City Manager Report

Shay reported that he has requested an updated quote from Charter on the Downtown WIFI. The proposal currently includes $99.00 for installation and $55.00 a month for 3 years. The system would be installed on the N James Street Comfort station. The initial equipment will cost $2313.00

Keillor asked for more details on the range and strength of the WIFI spot and asked if more information could be brought back to the committee before moving forward.

Mayor Henderson and John Shay were excused to attend a meeting at 12:05pm. Kathy Maclean resumed chairing the meeting.

Chamber of Commerce Report

Maclean stated that the Chamber directory was being finalized, and Macker sponsorships are going out this week. Maclean also stated that nominations for business leader and citizen of the year would be accepted until Friday. Maclean also reported on the chambers quarterly book club. The book for this quarter is the Generational Imperative.

Planning Commission
Holman reported that the Planning Commission would be voting tonight on the changes to the sign ordinance.

Convention and Visitors Bureau

No Report

Old Business:

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New Business:

None

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

Meeting adjourned by Kathy Maclean at 12:20 p.m.

Respectfully submitted by Heather L Venzke Loney