DOWNTOWN LUDINGTON BOARD OF DIRECTORS MEETING April 13, 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, Terry Murphy, Kathy Maclean, Darla Keillor, Aleksy Urick, Andy Thomas, Jim Lindsay, Nick Tykoski 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 Murphy, seconded by Thomas to approve the agenda. Motion carried

Minutes
Moved by Tykoski, seconded by Lyons to approve the March 9, 2009 minutes as presented. Motion carried.

Public Comments
None

Financial Report
Maclean updated the committee on the financial status of the Farmer's Market as well as the income generated by the Baby Badger advertising sales.

Discussion was had over what format to present the budget in in the future. A format will be emailed to all committee members. If any questions arise, Mayor Henderson asked that they be emailed to Community Development Director Loney prior to the meeting.

Committee Reports

A. Business Recruiting/Retention/Marketing/Communications

Thomas reported that he has been in contact with Julie concerning the Newsletters for the web page. Another marketing idea will be forthcoming.

Thomas reported that the web site is up and running. A question was made as to whether the new sign graphics could be included in the web site.

Murphy inquired whether the arts center information could be included in the newsletter.

B. Special Events/Promotions/Activities

Lyons reported on the information included in the Downtown Update that was sent out to all DDA businesses. This information is meant to be a reference in order to let the businesses know what is up and coming and how to get involved.

Urick updated the committee on earth Week. It is being held April 19-25. It is intended for businesses to highlight what they offer that is environmentally friendly. This is a self promotion. The DDA is using the 2 monthly ads for April to promote Earth Week Downtown.

C. Building and Grounds

Les introduced Amanda from the Red Door gallery who presented the Sign Committees design for new Downtown Signage. Amanda St Hillaire discussed the need for a cohesive look downtown, the need for the color & graphics to be timeless; this is an opportunity to introduce a branding method to tie everyone together.

The Committee discussed the information needed to move forward with the new signage. Items that need to be put into place are; exact locations for signs, wording, directory design, what MDOT will need to know for any signs in the right of way, pictures & dimensions. The signage committee will continue to work on these items and put together a plan to move forward this year and in subsequent years until the plan is complete.

Les mentioned that the committee is still working on the new benches and trash cans.

D. Friday Night Live/Christmas Parade

Mayor Henderson discussed the need to decide on the Pink Christmas initiative.

The board discussed the pros and cons of the initiative during the holiday season. Many options were given as to how to incorporate the initiative with the traditional season. Mayor Henderson proposed looking into the larger issue and drafting a resolution that would address any and all special initiatives during the holiday season thereby the board would have a policy in place. Mayor Henderson will be working on the resolution and will present it to the committee.

Ex-Officio Reports

City Manager Report

Shay reported that there has been no additional movement by Western land Services.
Shay also reported that MDOT received funding to resurface S James Street in late summer, possibly after Labor Day. MDOT is also looking into closing some driveways/curb cuts on S James and will be speaking to property owners.

Chamber of Commerce Report

Maclean reported that the Chamber Book club will be meeting at Blu Moon tomorrow to discuss the generational Imperative. Maclean also reported that there will be an administrative professional's day in conjunction with their Manistee partners, at West Shore that Boss's can bring their administrative professionals to.
Business after hours will be held at Harbor View marina next Thursday. Maclean also reported that the Annual Chamber dinner will be on Saturday April 25. May 5th will be the quarterly breakfast. Maclean also unveiled the Buy Local Postcards that the Chamber has been working on. These can also be used as bag inserts for local stores. There is no update on certifi-checks at this time.

Planning Commission

Holman reported that the planning commission is currently looking into the vendors regulations for Downtown.

Convention and Visitors Bureau
Seng reported that on Wednesday from 1-3pm the CVB annual meeting will be held at the Ludington Area Arts Center. Seng updated the committee on the local and state tourism ad campaigns.

Old Business:
None

New Business:
Mayor Henderson asked the committee to approve a $1500 loan for the creation of the ball to be used for the New Year's Eve Ball Drop event.
A motion was made by tykoski and seconded by Johnson to advance funds in the amount of $1500.00 for the creation of the New Years Eve Ball for the 2009 New Years Eve Ball drop event. Motion carried.

Mayor Henderson also informed the committee that Wayne Brown has had surgery and will be unable to attend meetings for the next couple months.

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

Meeting adjourned by Mayor Henderson at 12:40 p.m.

Respectfully submitted by Heather L Venzke Loney