DOWNTOWN LUDINGTON BOARD OF DIRECTORS MEETING May 11, 2009

Treasurer Kathy Maclean 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, Nick Tykoski and Les Johnson. Also present were Community Development Director Heather L.V. Loney, CVB Representative Amy Seng,

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

Minutes
Moved by Tykoski, seconded by Lyons to approve the April 13, 2009 minutes as presented. Motion carried.

Public Comments
Miss Ludington Area Kaylee Schrader presented the event "Passion on the Pavement" to the committee for support. The event will be held May 23rd in the N James Street Plaza from 12pm-5pm. Sidewalk chalk will be provided. Schrader stated that she is looking for sponsors for the event and that her goal is to make this an annual event in the City of Ludington. A motion was made by Murphy and seconded by Johnson to support the Passion on the Pavement event. Motion carried.

Sign Presentation-
A power point presentation was made by Nick Tykoski and Marilyn Cunic, both members of the DDA sign sub committee. The presentation showed depictions of new way finding signage, new logo, and new business signage designs for Downtown Ludington. A motion was made by Lyons, seconded by Murphy to accept the new logo design and design plan as presented by the sub-committee. Motion carried.

Financial Report
A budget report was given by Community Development Director Heather Venzke Loney. A budget format is still being worked out. A suggestion was made to add additional detail to the report format.

Committee Reports

A. Business Recruiting/Retention/Marketing/Communications

Maclean reported that the committee will be spending $410.00 on an ad wrap with the daily news that will include 18,000 papers in Thursday's editions throughout the summer. This paper goes to all hotels and campgrounds as well. The DDA will be placing a full page add outlining upcoming events in Ludington.

B. Special Events/Promotions/Activities

Lyons reported that the flower baskets will be up next week. Lyons also reported that there is now a Downtown Ludington face book page. Urick gave an update on the Earth day promotions.

Urick stated that merchants liked the sticker idea. A Farmer's Market update was given by Community Development Director Venzke Loney.

C. Building and Grounds

Venzke Loney presented the recommendation of the interview committee to hire Ivran Mcray for the Downtown maintenance person. A motion was made by Johnson and seconded by Tykoski to accept the committee's recommendation to hire Ivran Mcray. Motion carried.

Johnson unveiled the plan that the committee has been working on for the N James Plaza area and the new benches and trash can design for Downtown Ludington.

A discussion was held over emptying the trash cans in the N James Street Plaza. Seng will forward examples from a similar situation in the Holland area.

A motion was made by Tykoski, seconded by Urick to accept the design plan as presented by Johnson. Motion carried.

D. Friday Night Live/Christmas Parade

Venzke Loney updated the committee on advertising that went out in the ad wrap that would be seen by those attending the Baldwin Blessing of the Bikes, advertising the Ludington Bike Night on August 29th.

Venzke Loney also gave an update on Friday Night Live. The stages for entertainment have been booked. A new photo booth will be available and will help to capture information on those attending Friday Night Live. This will assist in target marketing for future years and other events and activities.

Ex-Officio Reports

City Manager Report

No report.

Chamber of Commerce Report

Maclean handed out information on the Dress for Success seminar being held by the Chamber. Maclean also announced that May 17-22nd is National Small business week; the Chamber will be promoting this event and having refreshments at their office.

The next book for the Chamber book club is "Raving Fans", the discussion will be held on June 9th with the location to be determined.

The chamber Gift Club program has started calling on businesses. The information will go into the weekly update.

Planning Commission

Venzke Loney reported that the Planning Commission chair Tom Coleman has done research on vendors in the CBD area. A synopsis of that information will be available at the next DDA meeting. DDA members should begin to think about the implications of allowing vendors in the Downtown Area.

Convention and Visitors Bureau
Seng reported that volunteer training is Tuesday at 7pm at the airport conference room.
The customer service training that was planned is now full. The Chamber will be planning additional classes as needed. They will also be tailoring the program to take on the road.
The CVB is also completing a zip code analysis which will help spend marketing dollars more wisely.
Seng also reported that billboards are up and radio ads are playing.
The birding festival is also being held this weekend.

Old Business:
None

New Business:
Venzke Loney presented the idea of forming a Public Art committee of the DDA Board to assist in strategically planning public art for the Downtown Area to ensure that Public Art enhancing Downtown Ludington and is done on a collaborative level with other organizations.

Venzke Loney also presented pictures from a recent visit to the City of Fremont.

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

Meeting adjourned by Treasurer Kathy Maclean at 12:40 p.m.

Respectfully submitted by Heather L Venzke Loney