DOWNTOWN LUDINGTON BOARD OF DIRECTORS MEETING JUNE 8, 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, Barry Neal, and Aleksy Urick. Also present were Planning Commission Representative Kaye Holman, Community Development Director Heather L.Venzke, CVB Representative Amy Seng.

Approval of Agenda
Moved by Brown, seconded by Neal to approve the agenda. Motion carried

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

Public Comments
No Comments

Financial Report
Motion by Brown second by Murphy to accept the financial report as presented.

Committee Reports

A. Business Recruiting/Retention/Marketing/Communications

Maclean presented the ad wrap that was produced to promote Downtown Ludington. 18,000 copies will be produced and distributed to campgrounds and hotels on Thursdays throughout the summer.

B. Special Events/Promotions/Activities

Lyons reported that the committee would be meeting soon to prepare for Oktoberfest.

C. Building and Grounds

St Hillaire reported that the order for the new benches and trash cans has been placed and are expected to be delivered before the 4th of July. She also reported that research is still being done on landscaping. A four season container approach will be used. A list of plants has been created a budget of $5-700 is estimated for the new plantings.

Benches and trash cans replaced with new ones will be utilized in other areas.

Doreen asked if the art department could paint benches.

St Hillaire also reported that the signage committee is still researching materials. The new way finding signage will begin at the Harrison Ludington Ave intersection. It will progress down Ludington Avenue and down James Street as the budget permits.

D. Friday Night Live/Christmas Parade

Payment reported that meetings will begin soon for Bike Night August 29, 2009. Jimmy Dotson will be in charge of music as in past years. Payment also reported that the entertainment is all set for Friday Night Live. Brandy Henderson will be interning and assisting with the Friday Night Live events.

Henderson reported on the New Years Eve ball drop. Henderson reported that he is trying to have the ball ready for the 4th of July parade.

Ex-Officio Reports

City Manager Report
Venzke reported that the money for the Loomis Street boat launch walkway project has been released.

Chamber of Commerce Report
Maclean reported on the Chamber book club book Raging fans. Maclean also reported that relay for Life and Lake stride will be held this weekend. Gus Macker will be held June 20th. Set-up fro the event will begin on Friday with the tournament being held Saturday and Sunday. Maclean also reported that Business after hours will be held at the Elks and will be sponsored by K-Rock and Jamesport. Scottville Summerfest will be July 11 & 12. The Ludington Offshore Classic Fishing Tournament will be held the weekend of July 17.

Planning Commission
No Report

Convention and Visitors Bureau
Seng reported that summer promotions are happening with the Beach Towns collaborative. The CVB has partnered with the SS Badger and House of Flavors for Travel Michigan.
Seng discussed the option of decorations for fall across communities and promotions for that. After discussion on this topic it was decided that a meeting will be set up of interested parties to discuss options.

Seng also discussed the option of promoting Downtown Ludington with a postcard in the Destination Guide for 2010. The cost to the DLB will be $3000 for the guide and $300 per additional 1000 postcards we may want to handout. 60,000 guides will be printed, and they will be distributed to all 14 welcome/travel centers as well as local areas.

Old Business:

- Suggestions and research done by the planning commission on a vendor code was distributed and discussed. It was decided that this issue would be referred to the Business Retention Marketing and communications committee for consideration and further

discussion.

- Henderson presented the Downtown Events and Festivals resolution to the board for consideration. A motion was made by Brown and seconded by Neal to accept the resolution. Motion carried.

New Business:

- Henderson introduced Barry Neal to the board as a new member. Henderson also announced that Jim Lindsay has resigned from the board.
- Ivran has started as the Downtown Maintenance person and is doing a great job.
- Lifeguards have painted the fire hydrants. The need for wet paint signs was discussed.
- St Hillaire brought up for discussion the possibility of having white lights in the N James Street Plaza area year round. Henderson stated that that was something the board should do.

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

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

Respectfully submitted by Heather Venzke.