

DOWNTOWN LUDINGTON BOARD OF DIRECTORS MEETING March 8, 2010

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, Kathy Maclean, Barry Neal, Les Johnson, Sara Jeruzal and Aleksy Urick. Also present were City Manager John Shay, Chamber Director Kathy Mclain, Ludington Area Arts Center Representative Terry Murphy. Keith Kolfage, Megan Payment Marcia Bly, Linda Matson from Carferry, Andy Klevorn.

Approval of Agenda

Moved by Wayne Brown, seconded by Les Johnson to approve the agenda. Motion carried

Minutes

Moved, Wayne Brown seconded by Julie Payment to approve the January 11, 2010 minutes as presented. Motion carried.

Public Comments:

Keith Kolfage opened with the "Show your Ticket" presentation and handed out materials. In essence this was a marketing plan to offer retailers a way of giving discount offers to visitors coming to our area and it would be available on a new website, that Keith offered to have built. It was discussed that though it was a great idea, we already had one Downtown Board website and multiple websites may be a problem. Keith was invited to the marketing committee meeting to discuss this further.

Marcia Bly from the Serving Spoon came to discuss the parking situation. Harrington Tool Parking seems to be a problem as they take up 16 parking spaces that could be used for customers. She hopes to see some hourly parking changes to the strip along Rath Ave to Court and she hopes to see that area deemed 2-hour parking spaces.

Financial Report

Motion by Les Johnson second by Barry Neal to accept the financial report as presented.

Committee Reports

A. Business Recruiting/Retention/Marketing/Communications

Barry presented the outline on what the Marketing Comm. has been working on. The immediate goals are to build a usable email database and have a yearlong marketing plan and budget. The marketing committee feels that having one website that is user friendly for both visitor and retailer and that it is updated on a regular basis should also be included in their strategic plans. Andy presented the website to the board and future changes were discussed. Keith asked about a lodging component. This will have to be addressed, as this is the "Downtown" site. We are hoping we can add a link to the CVB and the chamber. Keith again, was invited to sit with the marketing group as we go on.

B. Special Events/Promotions/Activities

Gail Lyons is in the process of planning for the Flower Baskets. She also said the movies in the Park will be picked by next week.

C. Building and Grounds

Les Johnson reported the parking surveys were complete and handed them out. The board was asked to look at the results and we will discuss at the April meeting.

D. Friday Night Live/Christmas Parade

No report.

Ex-Officio Reports

City Manager Report

John Shay reported on the ongoing Wind Project. Scandia Wind is looking at shrinking the size of the wind farm. The City has not taken an official position on this. The mayor asked the board to attend the presentations when they are made to the city.

Dave Johnson has completed the sewer repair to his building. MDOT may still have to repair the concrete.

The City Attorney is drafting a letter on a lot splitting ordinance. This originated from the request from Elks to sell a portion of their building. It will head to City Council in the next couple weeks.

Chamber of Commerce Report

Megan Payment, Heather Venzke and Josh Spencer are working on a “Make it Mason County” campaign. The Ludington & Scottville Area Chamber of Commerce, the Scottville Main Street Program, and the Ludington DDA are proud to release the Make It Mason County - Buy Close By discount campaign. This collaborative effort is designed to gain market share for Mason County Businesses and service providers. There is no fee to participate and is open to any business in Mason County regardless of membership in the Ludington DDA, Scottville Main Street, or the Ludington & Scottville Area Chamber of Commerce. Participating businesses must offer discounts to anyone who present a Make It Mason County discount card.

Once the program accumulates the necessary number of businesses, the Make It Mason County discount card may be purchased at Scottville Main Street, the City of Ludington, and the Ludington & Scottville Area Chamber of Commerce for \$10.00 a year to earn the participating businesses discounts.

Ludington Business after Hours is moving to Wednesdays and this month, March 24th will be at Lincoln Hills.

There will be a Business Education Seminar free to Chamber members on the 19th of March at WSCC.

Planning Commission

No report

Convention and Visitors Bureau

No report

Motion by Aleksy Urick second by Wayne Brown to adjourn the meeting.
Motion carried.

Meeting adjourned by Mayor Henderson at ___12:05_____ p.m.

Respectfully submitted by Julie Payment