



**Board Meeting Minutes  
February 5, 2014**

**Call to Order**

Mr. Kay called the meeting to order at 12:10 pm.

**Members Present**

Brandon Ball, Steve Brower, Rachel Estabrook, Barry Lind, John Smith, Lee Trucks, Shari Wild

**Members Absent**

Colleen Kenny, Jeff Reau

**Also Present**

Patrick Kay (Executive Director), Dianna Wall (Manistee Area Chamber of Commerce), Eric Sagonowsky (Manistee News Advocate)

**Approval of Agenda**

There was a MOTION by Ms. Wild, supported by Mr. Lind, that the Agenda be accepted with two additions *Women's Wine & Chocolate* and *Design Proposal*. MOTION CARRIED

**Introduction of Newly Appointed Board Member**

Mr. Ball who was recently appointed to the Board by City Council was introduced.

**Public Comment**

None

**Approval of Minutes**

There was a MOTION by Mr. Smith, supported by Mr. Brower that the minutes from the regular meeting on January 8, 2014 be accepted as presented. MOTION CARRIED

**Treasurers Report**

It was noted that the January Check Register, the Balance Sheets and Profit and Loss Report had been previously distributed. Mr. Brower reviewed the reports.

There was a MOTION by Mr. Brower, supported by Ms. Wild to accept the Treasurers Report as presented to be placed on file. MOTION CARRIED

**Marketing & Promotions Committee**

Mr. Kay reported Ms. Estabrook and Mr. Lind are the new co-chairs for the Marketing & Promotions Committee. Two new events have been added: A Friday Night Event which will be held every other weekend in June and July. A Women's Wine & Chocolate which will be held the Saturday of Mother's Day weekend. Discussion was held on Frostbite Saturday details.

**Organization Committee**

It was noted the Organization Committee Minutes had been previously distributed. Mr. Kay reminded the Board to sign their commitment forms. Mr. Trucks noted he is encouraging more use of the CERVIS Program and has given all the Organization Committee Team Leader status. There was a MOTION by Mr. Trucks, supported by Mr. Lind to give the Ramsdell Theatre an honorary Main Street Membership so they may be able to use the CERVIS Program. MOTION CARRIED

Design Committee

Ms. Wild reported the Design Committee took a walking tour downtown to look at ideas for projects. They are reviewing information for the Façade Grant Program and will be holding three open forum meetings in the summer regarding two-way traffic.

Mr. Kay reported he sent out an RFP for graphic design services to RIGHTside design and MS Creative Services. Discussion followed. This item was tabled pending further advertising and all businesses that provide marketing services in the downtown district are contacted.

Consideration of Façade Grant reimbursement for 76 Division Street, \$5,000

This item was tabled.

Economic Restructuring Committee

Mr. Brower reported the Economic Restructuring Committee met and reviewed the strategic plan. That committee also discussed snowmobile ordinances and a possible winter event. The Chamber and West Shore Community College are partnering to offer educational programs, and discussion was held on Main Street working with them.

Old/New Business

Create 501c3 for Manistee Main Street

Mr. Kay reported he is researching Manistee Main Street becoming a 501c3 which would help with applying for grants and holding a membership campaign.

Public Comment

None

Adjournment

There being no further business, there was a MOTION by Mr. Trucks, supported by Mr. Smith that the meeting be adjourned and the meeting was so adjourned at 1:50 pm.

Respectfully submitted on March 5, 2014

Dianna Wall, Recording Secretary

2 5 14 minutes approved at the MSDDA meeting on: \_\_\_\_\_