



**Board Meeting Minutes
March 5, 2014**

Call to Order

The Chair called the meeting to order at 12:03 pm.

Members Present

Brandon Ball, Steve Brower, Rachel Estabrook, Colleen Kenny, Barry Lind, Jeff Reau, John Smith, Lee Trucks, Shari Wild

Members Absent

None

Also Present

Patrick Kay (Executive Director), Dianna Wall (Manistee Area Chamber of Commerce), Eric Sagonowsky (Manistee News Advocate), Brian Garcia (Marketing & Promotions Committee)

Approval of Agenda

There was a MOTION by Mr. Smith, supported by Ms. Kenny, that the Agenda be accepted as presented.
MOTION CARRIED

Public Comment

Mr. Garcia gave a presentation on Home Grown Saturdays.

Approval of Minutes

There was a MOTION by Ms. Wild, supported by Mr. Trucks that the minutes from the regular meeting on February 5, 2014 be accepted as presented. MOTION CARRIED

Treasurers Report

It was noted that the February 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 Mr. Smith to accept the Treasurers Report as presented to be placed on file. MOTION CARRIED

Marketing & Promotions Committee

It was noted the minutes from the Marketing & Promotions Committee had been previously distributed. Ms. Estabrook reported that committee decided not to take the lead on the Friday Night Event, which will be geared toward local families. The Women's Wine & Chocolate Walk will take place on Mother's Day Weekend at six locations and three sponsors are confirmed. The committee also requested an event calendar for the meetings.

Discussion was held on the format and distribution of the monthly e newsletter. Mr. Kay will prepare and distribute the newsletter with information submitted from the merchants beginning April 1.

Mr. Lind reported he is co chairing the co-op program with Teresa Kieffer. They are in the process of reviewing the program, but they need to figure out what the brand is for downtown. Currently there are four or five different logos being used. It was noted that the County, City, Chamber and AES had previously

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completed a branding study and it was suggested they review the research to see if it could be applied to downtown.

Organization Committee

Mr. Kay reminded the Board to sign their commitment forms. Mr. Trucks reported that committee is progressing with the website training videos which are available online now. He suggested Mr. Kay learn the CERVIS Program and has given all the Organization Committee Team Leader status. The Volunteer Appreciation will be held the last part of April or first part of May.

Design Committee

Ms. Wild distributed the minutes from the Design Committee Meeting. She noted the Landscape contract was renewed for a year.

There was a MOTION by Mr. Smith, supported by Ms. Estabrook, to authorize a \$5,000 Façade Grant reimbursement for 76 Filer Street. MOTION CARRIED.

It was noted the proposed Façade Improvement Program Overview and Façade Improvement Program Grant Application had been previously distributed. There was a MOTION by Ms. Wild, supported by Ms. Kenny to accept these two documents as presented. Discussion Followed. Ms. Wild withdrew her motion and this item was tabled.

Economic Restructuring Committee

It was noted the minutes from the Economic Restructuring Committee had been previously distributed. Mr. Brower reported that committee discussed business retention and a social media event which will be held in May. He noted the IRP Loan Program is in the second phase and work plans were discussed.

*Ms. Kenny left the meeting at 1:55 pm.

Old/New Business

Mr. Kay noted proposals for graphic design services were received from RIGHTside design, MS Creative Services, Jackpine Business Center and Pioneer Group. Discussion followed. There was a MOTION by Ms. Wild, supported by Ms. Estabrook, to defer the final decision for graphic services to Mr. Kay. Roll Call Vote- Aye: Ball, Estabrook, Kenny, Reau, Wild; Nay: Brower, Lind, Smith; Abstain: Mr. Trucks MOTION CARRIED

Mr. Kay reported a proposal was received from Beckett & Rader to help update the DDA TIF Plan. There was a MOTION by Ms. Wild, supported by Ms. Estabrook to accept the Tax Increment Finance and Development Renewal Plan from Beckett & Raeder and to authorize staff to negotiate a contract and Mr. Reau to sign the contract. Roll Call Vote- Aye: Estabrook, Reau, Wild; Nay: Ball, Brower, Lind, Smith, Trucks MOTION FAILED

Discussion was held on the Board Packets being sent to the Board with enough time for them to review the packets.

It was noted that per previous Board action, three bids are required for purchases over \$500.

There was a MOTION by Ms. Wild, supported by Mr. Lind, that the April Board Meeting be held on April 9, 2014. MOTION CARRIED

Public Comment

None

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Adjournment

There being no further business, there was a MOTION by Ms. Wild, supported by Mr. Ball that the meeting be adjourned and the meeting was so adjourned at 2:30 pm.

Respectfully submitted on April 9, 2014

Dianna Wall, Recording Secretary

3 5 14 minutes approved at the MSDDA meeting on: _____