

**Manistee Main Street DDA  
Board Meeting Minutes  
November 19, 2015 @ City Hall**

**Call to Order**

The President called the meeting to order at 12:00pm

**Members Present**

Brandon Ball, Valerie Bergstrom, Rachel Brooks, Jackie Gielczyk, Barry Lind, Todd Mohr, Sara Spore

**Members Absent**

Colleen Kenny, Jeff Reau

**Also Present**

Patrick Kay (Executive Director), Chelle Hrachovina (Executive Assistant)

**Approval of Agenda**

There was a MOTION by Ms. Spore, supported by Ms. Bergstrom to approve the agenda as written. MOTION CARRIED

**Public Comment**

Mr. Ball welcomed Ms. Gielczyk to the board.

**Consent Agenda**

Mr. Lind requested we pull off the Treasurers Report, Marketing & Promotions minutes, Design minutes and the Directors Report. There was a MOTION by Ms. Spore, Supported by Ms. Bergstrom to approve the rest of the Consent Agenda. MOTION CARRIED

**-Treasurer's Report**

It was noted by Mr. Lind that we should try to shop locally as much as possible. Mr. Kay explained that the purchases in question were not able to have been obtained locally.

It was noted by Mr. Lind that the DT\$ line item should be recorded under the budget for a specific event rather than being added as a new budget line on the Profit & Loss sheet. Mr. Kay explained not all of the DT\$ entries are event related.

It was noted by Mr. Lind that we are only 3 months into the new year, and we are already over-budget for advertising. Mr. Kay explained that we were still paying for advertising done in the 2015 Orchard Beach pamphlet and we had to finish paying for facebook advertising and that there will be no more advertising costs this fiscal year. Mr. Lind questioned if there is a workplan for advertising, Mr. Kay confirmed.

There was a MOTION by Ms. Gielczyk, supported by Mr. Lind to approve the Treasurers report. MOTION CARRIED

**-Committee Reports**

**- Marketing & Promotions**

There was a discussion about who should be able to decide which events take place downtown and whether or not the DDA committees should need to be involved.

**-Design**

It was noted by Mr. Kay that we are still looking into placing a sign at the south end of town. Mr. Lind questioned why the Historic Walking Tour was on the Design committee minutes and Mr. Kay explained that we are going to work with the CVB on this.

There was a MOTION by Ms. Spore and supported by Ms. Brooks to approve the Marketing & Promotions minutes as well as the Design Committee minutes. MOTION CARRIED

**-Directors Report**

There was discussion on whether or not it should be the DDA's responsibility to take on the drain project at the end of Division. It was noted that this is a city issue and there was discussion on how the washout is causing damage to the Riverwalk which is part of the DDA. It was questioned if the proper channels have been followed and if it has been brought up to DPW and City Council and it was confirmed for DPW but not Council.

There was discussion on why Mr. Kay met with an architect for the back of the buildings and he reported that there will be no expenditures for this, he was simply looking for a quote for a possible project in the future.

It was noted that there were not minutes from the Merchant meeting on November 4, 2015.

There was a MOTION by Ms. Gielczyk and supported by Ms. Spore to approve the Directors Report. MOTION CARRIED

**Other Business**

Ms. Brooks explained what the warming tent will consist of for the Sleighbell Parade and the reason for the liquor license. There was a MOTION by Mr. Mohr supported by Ms. Bergstrom to approve the liquor license application Mr. Lind abstained from the vote. MOTION CARRIED

**Public Comment**

None

The meeting was adjourned by the President at 12:31pm

The next board meeting will be held at City Hall (70 Maple Street) on December 9<sup>th</sup>, 2015