

**MINUTES
REGULAR MEETING OF THE MANISTEE DDA
COUNCIL CHAMBERS, CITY HALL
WEDNESDAY, DECEMBER 13 – 12:00 P.M.**

CALL TO ORDER: Meeting called to order by Chairperson Brooks at 12:01pm.

MEMBERS PRESENT: Valarie Bergstrom, Rachel Brooks, Tamara DePonio, T Eftaxiadis, Karen Goodman, Barry Lind, Todd Mohr, Jim Smith

STAFF PRESENT: Tyler Leppanen

MEMBERS ABSENT: None.

OTHERS PRESENT: Roger Zielinski and Thad Taylor

APPROVAL OF AGENDA:

Motion by Mohr to approve the agenda as presented. Motion supported by Smith and concurred by unanimous vote.

APPROVAL OF MINUTES OF REGULAR MEETING OF OCTOBER 11, 2017

Motion by Smith to approve the minutes of October 11, 2017. Motion supported by Bergstrom and concurred by unanimous vote.

PUBLIC COMMENTS

None.

COMMITTEE REPORTS:

Design

No update.

Marketing and Promotions

Brooks stated that 2018 events were confirmed and sponsorship packets would be sent out. There was discussion about Women's Wine and Chocolate, tabled to be discussed at Strategic Planning session.

Redevelopment

Eftaxiadis informed the Board that there was no meeting this month. There are three main issues the committee is working on: Rental Rehabilitation grants, MSU conceptual plans, and commercial rehabilitation district.

Business Development

Bergstrom had three updates. The committee requested the Chamber reconsider the S.C.O.R.E. program, and the committee is working on starting two separate business plan competitions. Leppanen to send video of Ludington's "Momentum" to the Board.

FINANCIAL REPORTS

September Check Register

Motion by Eftaxiadis to approve the September Check Register. Motion supported by Smith. Yeas All. Motion Carried.

October Financial Statements

Motion by Smith to approve the October Financial Statements. Motion supported by Eftaxiadis. Yeas All. Motion Carried.

November Financial Statements

Motion by Lind to approve the November Financial Statements. Motion supported by Eftaxiadis. Yeas All. Motion Carried.

OLD BUSINESS

Marketing and Promotions Committee Chair

Mohr nominated Brooks as Marketing and Promotions Committee Chair. Nomination supported by Bergstrom. No other nominations were received. Yeas All.

BOARD MEETING SCHEDULE

Motion by Lind to approve the 2018 DDA Board Meeting Schedule. Motion supported by Bergstrom. Yeas All. Motion Carried.

NEW BUSINESS

Budget Amendment 12-13-17

There was discussion about why Women's Wine and Chocolate event was not working. Lind believes that the event should be drawing the committee's target demographic. Brooks explained that the merchants at the meeting did not like the event because they were not seeing sales the day off and the event saw a decline in attendance. Leppanen suggested that ticket sales not being online and only at two locations was the cause in decline and that merchants should view the event as advertising not necessarily to drive sales.

Item was tabled for future meeting.

Annual Audit Fiscal Year 2016/2017

Lind and Eftaxiadis questioned why the auditor was not there to present. Leppanen said that he was unsure if the Board wanted or needed a presentation. The consensus was to delay approving the audit until a presentation can be made at the February Board meeting.

Item was tabled for February meeting.

Draft Strategic Plan

Changes to the correct date and location were made. Brooks suggested that comments for strategic plan be made prior to the meeting. Leppanen suggested December 27 as the deadline for comments. Lind requested that Leppanen send current strategic plan and reminder for the deadline at least a week prior.

Motion by Smith to approve the Strategic Plan Agenda. Motion supported by Bergstrom. Yeas All.
Motion Carried.

ADJOURNMENT

Motion by Smith for adjournment at 1:53 pm. Supported by Goodman and concurred by unanimous vote.

Valarie Bergstrom, Secretary

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