

Village of Pentwater - Downtown Development Authority
Regular Meeting Minutes – Wednesday, February 10, 2016

Call to Order: Chair Claudia Ressel-Hodan called the meeting to order at 8:40 AM followed by the Pledge of Allegiance to the flag.

Attendance Roll Call: Claudia Ressel-Hodan, Jack Witt, Juanita Pierman, Jilly Barnes, Teri Lambrix and Terry Valenzano.

Absent: Doug Osborn, Chris Dunn, John Nagel, and Buz Graettinger.

Also present: Village Manager Rob Allard, Deputy Clerk/Treasurer Barbara Siok, and Clerk/Treasurer Colleen Moser.

Public Comments: None

Agenda:

Motion to approve agenda by Juanita Pierman, seconded by Terry Valenzano. Voice vote. All Ayes. Opposed: None. Motion carried.

Minutes:

Motion to approve the Meeting Minutes for December 9, 2015 by Juanita Pierman, seconded by Terry Valenzano. Voice vote. All Ayes. Opposed: None. Motion carried.

2016 Meeting Dates: Claudia distributed the 2016 DDA meeting schedule for review.

Motion to approve the DDA 2016 Meeting Schedule by Terry Valenzano, seconded by Jilly Barnes. Voice vote. All Ayes. Opposed: None. Motion carried.

COMMITTEE REPORTS

Marketing Committee: Claudia Ressel-Hodan introduced Executive Director Anne Hardy of the Oceana County Economic Development Corporation. There will be a Job Fair, April 2nd, 10-2 at The Ladder Community Center in Shelby. Anne Hardy suggested; promoting Pentwater Pathways starting in the fall, send a news release (Muskegon Chronicle, GR Press, Traverse City) for whatever happens in Pentwater, take pictures, post pictures and leave a business card promoting Pentwater everywhere you go. Anne said that Pentwater has good things to offer and whatever is good, make sure everybody knows about it. Anne distributed copies of the History of Pentwater (because you don't know where you're going if you don't know where you've been) and a Google copy of *How to Bring Business to Small Towns* suggesting an analysis (SWOT: strengths, weaknesses, opportunities, and threats). Claudia said the Marketing Committee will have a workshop with further discussions.

Joint DDA /Pentwater Arts Council (PAC) Bike Stand Contest: Claudia Ressel-Hodan said the news release is in the paper and PAC is waiting for artist design submissions.

Water Tower Spot: Claudia stated the Water Tower Project is done.

Way Finding Signs: Juanita Pierman stated four way finding signs were delivered that will be installed: one on Clymer, one on Park Street and two signs on Hancock for the museum.

Treasurer's Report: Jack Witt distributed copies of the 2015 -2016 financial report.

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Motion by Jilly Barnes to approve the Treasurer’s Financial Report as submitted, seconded by Terry Valenzano. Voice vote. All Ayes. Opposed: None. Motion carried.

2016 Budget approval: Jack Witt presented the 2016 budget proposal.

Motion to approve the 2016 Budget Revenue: \$22,000 and 2016 Expense: \$22,000 by Terry Valenzano, seconded by Jilly Barnes. Roll call vote. All Ayes. Opposed: None. Motion carried.

Pentwater Beautification: Jilly Barnes reported that last year additional swags for Christmas decorations were not available. Jilly proposed Plan B: 4 x 4 LED lit powder coated rolled steel snowflakes including the bracket, 3 years guarantee on the lights, 6 years for the snowflake at \$489 each but if ordered before February 29 we would get a 33% discount. Discussion followed.

Motion to approve \$5500 by Juanita Pierman to purchase 14 snowflakes to decorate the light poles in the Village for the holidays, second by Terry Valenzano. Roll call vote. All Ayes. Opposed: None. Motion carried.

Motion by Juanita Pierman to reimburse Jilly Barnes \$200 for the purchase of corn stalks for fall decorations in 2015, second by Terry Valenzano. Roll call vote. All Ayes. Opposed: None. Motion carried.

Motion to allocate \$500 for the purchase of 2016 fall festival décor by Jilly Barnes, second by Claudia Ressel-Hodan. Roll call vote. All Ayes. Opposed: None. Motion carried.

Wi-Fi: Terry Valenzano presented the \$9785.00 installation proposal from SkyWeb Networks. Village Manager Rob Allard asked Terry Valenzano for a memo narrating how other companies were solicited for competitive bids. Discussion followed.

Claudia Ressel-Hodan said two workshops will be scheduled before the next DDA meeting.

New Business-Promotional Opportunity Booth: Claudia Ressel-Hodan proposed an idea of promoting Pentwater at the 2016 Cottage and Lakefront Living Show in Grand Rapids.

Motion by Juanita Pierman to consider \$800 booth fee for the 3 day 2016 Cottage and Lakefront Living Show at DeVos Place March 24-26, second by Terry Valenzano. Roll call vote: Ayes: 1, Nays: 5. Motion did not pass.

NEW BUSINESS

Adjournment: There being no further business, the meeting was adjourned at 10:40 AM.

The next scheduled DDA Meeting is April 13, 2016, at 8:30 AM in the Community Room.

Respectfully submitted,

Barbara Siok
Deputy Clerk/Treasurer

Date