

Village of Pentwater - Downtown Development Authority
Regular Meeting Minutes – Wednesday, October 11, 2017

Call to Order: Chair Claudia Ressel-Hodan called the meeting to order at 8:30 AM followed by the Pledge of Allegiance to the flag.

Attendance Roll Call: Jilly Barnes, Chris Dunn, Terry Lambrix, Terry Valenzano, Jack Witt, Doug Osborn, John (Buz) Graettinger, Claudia Ressel-Hodan and Jeff Hodges.

Also present: Village Manager Chris Brown and Deputy Clerk/Treasurer Barbara Siok

Absent: John Nagel and Crystal Babbín.

Agenda: **Motion** to approve agenda by Chris Dunn, second by Doug Osborn. Voice vote. All Ayes. Opposed: None. Motion passed.

Approve Minutes of August 9, 2017 Meeting: **Motion** to approve the meeting minutes from August 9, 2017 by Terry Valenzano, second by Chris Dunn. Voice vote. All Ayes. Opposed: None. Motion passed.

Public Comments: None.

Announcements: Claudia Ressel-Hodan discussed setting up a video or audio electronic availability for members not able to be present at the meetings. Limiting the number of allowed absences have not been set. Discussion followed.

COMMITTEE REPORTS

Treasurer's Report: Jack Witt gave an overview of the six month actuals discussing revenues and expenditures leading to a discussion of balances and future projects. The line item name of Tree Surround Improvement will be changed to Hancock Improvements. Discussion followed.

Motion by Jilly Barnes to accept treasurer's report as presented, second Doug Osborn. Voice vote. Ayes: 9. Opposed: 0. Motion passed.

Hancock Decorations: Jilly said the corn stalks were attached to the light poles and that she spent fifty dollars for additional décor. Pumpkins will be delivered and set out. Mike Russell will install the snowflakes on street corners. Swags previously used on the light poles will be offered to store owners. It was suggested to use some swags on the gazebos and fish station. Storage of outdoor decorations was discussed.

Marketing Committee Report: Chris Dunn met with Terry Valenzano and Mark Benner regarding the results of the survey that was sent to 88 property owners and 116 chamber members. Response received was about 25%. The survey showed a low rating on whether Pentwater was a good place to do business due to a short season. Wi-Fi was rated high. Question asked if there was support to extend the season up through Christmas or willing to donate \$100 received a somewhat likely from business owners not property owners.

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Jilly Barnes said the last two years business has increased and she has been encouraging her neighbors to stay open on weekends and to promote the businesses that are open. She thanked the chamber for the post on Instagram about the businesses that were open on Saturday. Claudia suggested contacting businesses to promote combination discounts and canvas areas that would be interested in a small satellite store. Discussion followed regarding discounts and offering coupons and advertising weekend get-away packages. Doug Osborn said the Secret Garden will be closing but the House of Flavors will expand into that space. Chris Dunn concluded with a survey question how DDA would promote business. Discussion of signage, bill boards, parking and telecommunication followed. The marketing committee will meet before the next DDA meeting in December.

Wi-Fi Signage: Terry Valenzano is waiting for a response from Sky-Web regarding extending and expanding Wi-Fi a few blocks north. More information is needed.

Pentwater Design: Claudia said at the last meeting in August the Showcase Block was discussed. She said more information is needed as to what they will need to order and do. Chris Brown said that he had a list of trees from MDOT and Steve Bass projected 9 trees per block. Chris suggested 6 trees and set up for sprinkling to be tied in and lighting. The logistics have to be worked out. The design concept has begun. Discussion continued.

NEW BUSINESS

Claudia said that she already talked about video and audio in her opening announcements. Jilly said that going to the farmer's markets in Muskegon has brought customers up to Pentwater. Discussion about marketing and reaching customers followed.

Adjournment: **Motion** by Claudia, second by Jeff Hodges to adjourn at 9:27 AM. All ayes.

The next scheduled DDA Meeting is December 13, 2017, at 8:30 AM in the Community Room.

Respectfully submitted,

Barbara Siok
Deputy Clerk/Treasurer

Date