

Village of Pentwater - Downtown Development Authority
Regular Meeting Minutes – Monday, March 5, 2018

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

Attendance Roll Call: Dr. Claudia Ressel-Hodan, Jilly Barnes, Chris Dunn, Terry Valenzano, Crystal Babbin and Jeff Hodges.

Also present: Deputy Clerk/Treasurer Barbara Siok.

Absent: Doug Osborn, John (Buz) Graettinger, Terry Lambrix, John Nagel and Jack Witt.

Agenda: **Motion** to approve agenda by Chris Dunn, second by Terry Valenzano.

Voice vote: Ayes: 6, Opposed: None. Motion passed.

Approve Minutes of December 13, 2017 Meeting: **Motion** to approve the minutes from the December 13, 2017 meeting by Chris Dunn, second by Jilly Barnes.

Voice vote: Ayes: 6, Opposed: None. Motion passed.

Public Comments: None.

COMMITTEE REPORTS

Treasurer's Report: Treasurer's Report Spreadsheet were distributed and discussed. Dr. Claudia Ressel-Hodan noted there is no bike rack contest year and item Tree Surrounds changes to Hancock Improvements. Discussion of Banners and Holiday Decorations followed. **Motion** to approve Treasurer's Report as submitted by Chris Dunn, second by Terry Valenzano. Voice vote: Ayes: 6, Opposed: None. Motion passed.

DDA Budget Planning: Dr. Claudia Ressel-Hodan distributed copies of a DDA Budget Planning Sheet. Discussion of each Category followed. Jilly Barnes spoke about Christmas Decorations, lighting color and Snowflakes. Fall Decorations were mostly donated. The cost of hanging Snowflakes which was previously split with the Village was discussed. Dr. Hodan led a discussion about the budget line item for the Hancock Improvement contribution which should not be just about one Showcase Block. She said the DDA contribution should be to invest not just in one part of Hancock, but more about the need for a plan going forward to implement the proposed Pentwater Beautification. There are related questions that need to be answered. A proposal was discussed. Terry Valenzano asked for word clarification of what was discussed contingent upon with no expenditures approved which resulted in the following statements:

The DDA Hancock Improvement Committee's proposed budget for Hancock Improvements was approved by the DDA Board on 3/5/2018 in the amount of \$21,600. Under this budget umbrella individual expenditures towards the Pentwater Beautification Project are contingent on acceptance of an entire project plan for the entire Hancock Streets of the DDA District.

The proposal of the DDA Hancock Improvement Committee is to put the funds towards the entire DDA Hancock District, verses a Showcase Block, unless a comprehensive schedule and plan for the entire DDA Hancock District improvements, including funding, is provided.

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Additionally, we tentatively agree that approximately 6,000 can be budgeted yearly starting in the 2019/2020 budget year for Hancock Improvements.

Motion to approve the proposed DDA 2018-2019 budget, Total Revenue: \$22,000, Expenditures: \$36,000, Using Fund Balance of \$14,000 as follows: Bike Share: \$400, Sky Web/Charter: \$2195, Christmas Decorations: \$6000, Fall Decorations: \$200, Administration: \$1200, Hancock Improvements: \$21,600, and Marketing: \$4400, by Dr. Claudia Ressel-Hodan, second by Chris Dunn.
Roll Call Vote: Ayes: 6, Opposed: None. Motion passed.

Bike Share Program: Dr. Claudia Ressel-Hodan explained surplus inventory available as loaners to business owners for employee transportation if needed.

Marketing: Dr. Claudia Ressel-Hodan stated that Marketing is a part of DDA.

Unfinished Business: None

New Business: President Hodges expressed support promoting and advertising businesses that will be committed to be open weekends and DDA match the first \$1500 encouraging marketing the same campaign that was done for Christmas. Jilly Barnes spoke about target zip codes and costs for the postcards that she had printed and mailed. Dr. Hodan said this falls under the Marketing Committee: Hodges, Barnes, Dunn and Nagel. Jilly said they will meet in April. Other marketing ideas using media were suggested. Discussion followed.

Adjournment: Meeting adjourned at 10:33 AM.

The next scheduled DDA Meeting is April 11, 2018, at 8:30 AM in the Pentwater Community Room.

Respectfully submitted,

Barbara Siok
Deputy Clerk/Treasurer

Date