

MANCHESTER DOWNTOWN DEVELOPMENT AUTHORITY

April 23, 2014

7:30 PM

Approved Minutes

The meeting was called to order at 7:33 followed by the Pledge of Allegiance.

Members in attendance: Ray Berg, Susan Fielder, Aaron LaRock, Julie Marvin-Manders, Karl Racenis and Pat Vaillencourt. Jody Flowers, Ron Milkey, and Russell Rhoton were absent.

Approval of Agenda: Moved by Berg, seconded by Vaillencourt to approve the agenda. Motion carried.

Approval of Minutes: Mavin-Manders moved, LaRock seconded the motion to approve the minutes. Vaillencourt abstained. Motion carried.

Public Participation: Open and closed. Denise Collins, Rose Cousino, Ruth Van Bogelen, and Sue Gistingner were in attendance and were invited to participate in discussions.

New Business: New Business was tabled in lieu of time required for Community Tourism Action Plan and Grant Application discussion.

Old Business: Community Tourism Action Plan and Grant Application. Electronic delivery due tomorrow. Summary of edits:

- Update photos to reflect current street scape improvements
- Page 2 – Tourism accomplishments
 - Add “fireworks” to list of seasonal festivals and events
 - Farmers Market – attach 2014 Action plan and pictures
 - Downtown revitalization – add “street scape”
 - Sites and tours add “self-guided”
- Page 3 – SWOT
 - Add to strengths: no commercial sprawl and scenic Village Square
 - Strong “culture of Volunteerism” and Manchester Mirror – (e newspaper)
 - Weakness: Change “no” to “limited” evening entertainment and add general lack of lodging

- Opportunities: delete “park” from pet friendly trails
- SWOT Analysis: bullet 1) add “mobile compatible” to website
Bullet 5) at “event” to community directional signage
- Page 4 – Critical Factors: eliminate “Formation of Team”, add update photograph
- Page 5 – Regarding Brand statement – suggest committee assigned to edit both suggestions, and change “city’s” to “Village’s”
- Page 6 – update River Raisin photograph to include canoes
- Page 7 – add priority focus #4 “community wayfinding”. Keep priority focus entries 1- 3, allotting #1 with \$1000, #2 with \$3000, and #3 with \$1000. Adding \$7000 to wayfinding and event signage. Measurable results will include number of brochures distributed, number of hits to web page, and increased attendance at local events. The Village Government, Chamber of Commerce and other community groups should be listed as in-kind contributors.

Manchester Agri-Tourism Action Plan

- Copy attached
- Group decision to focus on Black Sheep Festival, Weekend at the Orchard and self-guide tour brochures this year. The committee is planning to continue researching the development of bus tours routes with program implementation in 2015.
- Additional self-guided tours are near completion and printing the Tour de Birds and the Historical Walking tour brochures will also be included in the grant application.

Reports: Postponed until next meeting

Chairman:

Next meeting: May 28, 2014

Adjournment: Meeting adjourned at 10:40 pm

Respectfully submitted,

Susan Fielder, Int. Secretary and Treasurer