

MANCHESTER DOWNTOWN DEVELOPMENT AUTHORITY

May 28, 2014

7:00 PM

Unapproved Minutes

The meeting was called to order at 7:02 followed by the Pledge of Allegiance.

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

Approval of Agenda: Moved by Milkey, seconded by Marvin-Manders to approve the agenda. Motion carried.

Approval of Minutes: Vaillencourt moved, LaRock seconded the motion to approve the minutes as presented. Flowers and Milkey abstained. Motion carried.

Public Participation: Kathy Austin, Manchester Mirror, Denise Collins, Franks Place; Rose Cousino, Chamber of Commerce; Carolyn Dyer, Community Resource Center, Sue Gisting, Gisting and Gisting; Amy Pyle, MLive Media Group, and Ruth Van Bogelen, Farmers Market.

New Business

1) 2014 – 2015 Budget:

- No TIF Revenue, minimal estimated Interest, and CTAP/Village revenue
- Expenditures per 2013 – 2014 Budget as expected. (\$690)
- Balance carry-over to 2014 – 2015 (\$6318)
- Projected expenses similar to 2013-2014 budget, including additional \$1000 for future grant applications.
- 2014 CTAP Grant matching funds \$1000 will be drawn from 2014 – 2015 budget.
- Copy of budget attached.
- Roll call vote to approve budget: Berg, yes; Flowers, yes; LaRock, yes; Marvin-Manders, yes; Milkey, yes; Vaillencourt, yes; Fielder, yes; Racenis, yes. Motion carried.

- 2) Other: Fielder asked about the dead looking trees planted during the downtown enhancement project and the maintenance of the flower gardens, particularly at the corner of Main Street and M52. Vaillencourt will bring to Wallace's attention.

- 3) Other: Vaillencourt announced, Pure Michigan will be visiting Manchester's small town atmosphere on June 10. Also visiting McLennan's, maple syrup process.

Old Business

- 1) Community Tourism Action Plan Grant:
 - Racenis reviewed purchasing bylaw; requirement to obtain bids applies to purchases exceeding \$5000.

- 2) Dedicated task leaders appointed, will meet with committee members and report to DDA special meeting on 6/10
 - Destination Community Brand Strategy and Identity:
 - Flowers, Marvin-Manders, Vaillencourt and Dyer.
 - Brenda Queen recommended vendor

 - Dedicated Destination/Community Website:
 - LaRock, utilizing ManchesterMI.org website
 - Work with Amy Pile, MLive Media, and Rose Cousino, Chamber
 - Google analysis measureable results needed.

 - Update and reprint tour brochures:
 - Berg working with Ruth VanBogelen, Sue Gisting, Kathy Austin, and Carolyn Dyer
 - Working with local printer
 - Events include Black Sheep Festival in August, Apple Orchard tours
 - Also considering future pilot bus tours

 - Improve community way-finding and event signage:
 - Milkey, Vaillencourt and Denise Collins, Franks Place

Developing job description for volunteer to replace event signage at Village entrances

Vaillencourt to research options and costs of Kiosk-type sign permanently display in garden seating area near the post office.

Also investigating an information updating process.

Reports:

Chairman: Delayed

Administration: Guide to Washtenaw County advertising, targeting Motor Cycle Riding groups

Next meeting: June 10th, 7pm

Adjournment: Moved by Berg, seconded by Flowers. Meeting adjourned at 8:42pm

Respectfully submitted,

Susan Fielder, Int. Secretary and Treasurer