

MANCHESTER DOWNTOWN DEVELOPMENT AUTHORITY

June 10, 2014

7:00 PM

Approved 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, Karl Racenis, Russell Rhoton, and Pat Vaillencourt. Ron Milkey was unable to attend.

Approval of Agenda: Moved by Berg, supported by Flowers to approve the agenda. Motion carried.

Approval of Minutes: Flowers moved, Marvin-Manders supported the motion to approve the minutes as presented. Rhoton abstained. Motion carried.

Public Participation: Neither Kathy Austin, Manchester Mirror or Amy Pyle, MLive Media Group had pre-comments, but will join in discussion as topics are addressed. Public participation was closed.

New Business

1) **Pure Michigan Tour**

- Scheduled time 45 minutes, they stayed 1.5 hours
- Distributed info packets, focused on quality of life, family and schools
- Tour: Village Hall, blacksmith shop, Carr Park/fireworks, Leonard Preserve/Shared Use Trail, Downtown Enhancement/ChiBroil Park/seating areas, and McLennen's maple syrup.
- Ypsilanti is including surrounding areas in promotional materials at no cost. A radio campaign will begin this fall, and filming will begin in the spring and summer of 2015. They have an expressed interest in promoting agri-tourism.

2) **Economic Development Plan**

Vaillencourt recently spoke with Tony VanderWorp from Washtenaw Economic Development. (Also on the CTAP Board) With Alicia Ping's support, unspent county revenue may be available to begin an Economic Development Plan for Manchester. The emphasis would be on attracting businesses and utilizing volunteer in-kind projects like Berg's work on identifying assets for vacant downtown buildings. More information is expected soon.

Old Business

1) **Update of CTAP committees**

- **Destination Community Brand Strategy and Identity:**
Committee members Flowers, Marvin-Manders, Vaillencourt and Dyer and Village Council members C. Dresch and M. Chartrand met last week with two local vendors. Both vendors presented good ideas, can provide rough drafts within a few days, and quoted costs within budget. The committee is planning to meet again this week. Motion by Rhoton, supported by Berg authorizing the committee to select a vendor and enter into a contract not exceeding \$1000. The selected vendor is to present 3 branding options at the DDA Board meeting on June 25th for final decision. Roll call vote: Rhoton, yes; Berg yes; Fielder, yes; Flowers, yes; LaRock, yes; Marvin-Manders, yes; Vaillencourt, yes, Racenis, yes. Motion carried.
- **Dedicated Destination/Community Website:**
LaRock and Rose Cousino from the Chamber met with Amy Pyle from MLive Media Group. LaRock was impressed with a proposed branding strategy. There are multiple options, for example, a 5 to 10 page templated website will have the capability to specifically target potential visitors both geographically and demographically. A total of 85,000 “impressions” can be dedicated to multiple Manchester events and organizations on the Ann Arbor and Jackson web sites. The proposal includes options to locally update the Chamber-owned web page and/or (for one year) to submit tickets to computer support to update the site. The computer support would cost an additional \$45/month in future years, if we chose to extend the contract. The web page would also be designed for mobile app accessibility. The proposal also provides measurable google analytics. The cost is quoted at \$969 well below the estimated cost of \$3,000.

Questions raised included, who will be gathering the updated information?
Who will be making the updates or sending requests to computer support?
How will we fund an additional yearly cost of \$540?

Enthusiasm was expressed by DDA members, and community involvement from multiple sources is anticipated. Events and organizations promoted on the website would be encouraged to contribute to the future updating costs.

Another option would be to contract MLive for three years instead of one, if permitted by the CTAP sponsors. Particularly because the cost is considerably lower than anticipated. LaRock will contact Debbie Lock at the Ypsi CVB to explore options.

Motion by Vaillencourt, supported by LaRock to enter into a contract with MLive Media Group not to exceed \$3,000 to update our web site and implement the branding strategy mentioned above. Roll call vote: Vaillencourt, yes, LaRock, yes; Berg, yes; Fielder, yes, Flowers, yes; Marvin-Manders, yes; Rhoton, yes; Racenis, yes. Motion carried.

- Update and reprint tour brochures:
Berg met with Ruth VanBogelen, Sue Gisting, Kathy Austin, Carolyn Dyer and Steele Grafix to update and print 3 brochures: Tour de Barn Quilts, Tour de Birds, and Historical walking tour. 500 copies of each brochure in an 8 ½ x14 inch 4-page folded brochure, black ink on colored paper will cost \$475. Waiting for the branding logo to add to the brochures is desirable.

The Chamber had previously allocated \$500 to reprint the brochures, using some or all of this additional revenue could print additional brochures, as recommended as by the DDA. Berg will confirm with the Chamber and order up to 1000 of each brochure. Berg will also assume the responsibility of delivering the brochures to targeted locations.

The original CTAP grant allocated \$1000 for this project, Berg and the committee propose saving the remaining \$500 for events including Black Sheep Festival in August, Apple Orchard tours this fall, and as an initial planning expenses for the potential agri-tour project. Some of the marketing strategies for the Black Sheep Festival include encouraging local businesses and organizations to sponsor sheep related specials, sheep shearing, spinning and crocheting demonstrations are planned, etc. The Apple Orchard promotion may also tie-in with – a shop and eat lunch downtown, one-sheet brochures. Berg moved, Fielder supported motion to allocate \$500 for brochure updating and printing, and to save \$500 for agri-based event coordination. Roll-call vote Berg, yes; Fielder, yes, Flowers, yes; LaRock, yes; Marvin-Manders yes; Rhoton, yes; Vaillencourt, yes; Racenis, yes.

- Improve community way-finding and event signage:
Discussion was delayed, waiting for additional information.

Reports:

Chairman: Delayed

Administration: Delayed

Next meeting: June 25th, 7pm

Adjournment: Moved by Flowers, seconded by Berg. Meeting adjourned at 9:07pm.

Respectfully submitted,

Susan Fielder, Int. Secretary and Treasurer