

MANCHESTER DOWNTOWN DEVELOPMENT AUTHORITY

July 23, 2014

7:30 PM

Approved Minutes

The meeting was called to order at 7:30 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 wasn't able to attend.

Approval of Agenda: Racenis added membership and officers to new business. Moved by Vaillencourt supported by Marvin-Manders to approve the agenda as amended. Motion carried.

Approval of Minutes: Vaillencourt moved, LaRock supported the motion to approve the minutes. Berg abstained. Motion carried.

Public Participation: Kathy Austin and Denise Collins were present but didn't have pre-comments. They will join the discussion as topics are addressed. Public participation was closed.

Old Business

Update of CTAP committees

- Debbie Locke Daniels from the Ypsilanti Convention and Visitors Bureau called to remind us that invoices totaling \$5000 should be sent soon.
- Branding/Logo – Flowers reported that Brenda Queen has prepared two designs. Both were distributed to DDA board members for comments and recommendations. Following discussion, members liked the stylized Victorian buildings and a river design. The second design was too modern and didn't represent the impression we are trying to market.

Flowers will email a copy of the invoice to DDA members. The next Village Council meeting is August 4th. Vaillencourt moved the DDA recommend council approve of the preferred logo, with a river modification and submit an invoice to the Ypsi CVB not to exceed \$1000. Rhoton second the motion. Roll call vote: Vaillencourt, yes; Rhoton, yes; Berg, yes; Fielder, yes; Flowers, yes; LaRock, yes; Manders, yes; Racenis, yes. Motion carried.

- Web site – LaRock reported on recent meetings with Amy Pyle and the M-Live support group. They are using the Chamber page as an example. The

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new web page will be more searchable, and will include updated photographs. It should be ready for DDA viewing at the next meeting.

- Update and reprint tour brochures –
 - Tour de Barn/Quilt – Berg is working with Katie Hughes
Final review is expected at the end of the week
QR codes are being corrected
Recommend a tri-fold design, but not the bright yellow stock
Joint CTPA/ Chamber \$500/\$500
Two sources for bids, expect 3000 brochures for \$500
 - Tour de Birds – Katie Hughes is working on final review
 - Historical Walking tour – Alan Dwyer is working with Berg
 - Black Sheep Brochure – available at Stockwell's
 - Committee will ask Ruth Van Bogelen follow-up on invoice
- Improve community way-finding and event signage:
 - Vaillencourt distributed sample pictures. Sample attached.
 - DDA members liked the design
 - Company guarantees 1 year
 - 2-sided sign costs \$4000 plus installation
 - 3-sided sign costs \$5400 plus installation
 - Suggested Sue Maher could be contracted for design assistance
 - Awarded grant for signs is \$7500 (about \$2000 short of having two signs)
 - Information could include map, schools, parks and historical buildings and placed in the seating area near the post office and on the corner of Main Street and M52.
 - Will require 50% down
 - Vaillencourt moved that DDA recommend purchase at Village Council. Vaillencourt will ask Council to fund the additional \$2000. Flowers and LaRock supported motion.
 - Roll Call vote: Vaillencourt, yes; Flowers, yes; LaRock, yes; Berg, yes; Fielder, yes; Marvin-Manders, yes; Rhoton, yes; Racenis, yes.
 - Motion carried
- Black Sheep Festival 8/14

New Business

Board membership/Officers

- As of July 1st Flowers and Milkey need to be reappointed
- Election of officers will be addressed at the August 27th meeting

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Reports:

Chairman: Delayed

Administration: Delayed

Next meeting: August 27, 7:30 pm

Adjournment: Moved by Flowers, seconded by Berg. Meeting adjourned at 8:50 pm.

Respectfully submitted,

Susan Fielder, Secretary and Treasurer