



MSDDA Board of Director's Meeting Minutes
Thursday, December 15, 2011
MSDDA Conference Room 20 N. 5th Street Grand Haven, MI 49417

Present: Dan Borchers, John Steinbach, Steve Loftis, Walt Weber, Sharon Behm, Dennis Swartout, Roger Bergman, Rheba Bolt, Randy Smith, Dale Kwekel, Geri Mc Caleb, George Gardner

Absent: Dick De Spelder, Todd Anthes

Others Present: John Naser – Business R&R Chair, Pat McGinnis – City Manager, Bob Warren - Organization Committee, Dana Kollewehr-MSDDA Director

I. Chairman Borchers called the meeting to order at 7:00 a.m.

II. Approval of minutes, bills, receipt of budget reports

Mr. Denny Swartout motioned to approve the MSDDA Board meeting minutes from November 10, 2011, bills and receipt of budget reports. Mrs. Sharon Behm supported the motion.

Chairman asked if there were any other additional comments.

Some committee minutes were not available at time of the Board meeting. The MSDDA Director is working with the respective Secretaries to get the minutes in on time. The missing minutes will be sent out as soon as they are completed.

Mr. George Gardner and Mrs. Dana Kollewehr are working together to create easier to read financial reports. Board members requested that a snapshot of each event's expenses versus revenue be part of the report. It is anticipated that the reports will be received by the March meeting.

A request was made for a TIF debt schedule from the City. The current TIF debt with interest is 13.4 million.

The motion passed 12-0.

III. Reports

PSD

Dana Kollewehr reported that PSD committee members include Board Members Mr. Dale Kwekel and Mr. Denny Swartout along with Linda Tebeau - Hostettor's, Chris Stevenson - JW's Food & Spirits, and Scott Gugino - City Glass and Mirror, Greg Slater-CCS Technologies, Lisa Paulus - Lemon Creek Winery. They have met twice. Discussions have primarily centered around the timing of advertizing, coordination with other groups (Chamber of Commerce, Visitors Bureau), types of media to use, and who is the audience are a few of the topics.

Board members recommended that the PSD committee look for advice from others who have worked with PSD advertizing. Questions were raised about the availability of funds for managing the organization. Mr. Steve Loftis reported that ArtWalk's primary donor has agreed

to \$5-6 thousand earmarked for an assistant. The Board was reminded that the PSD funds were for promotion of the district. Money could be used for a person to do website work or other activities related to use of the PSD. The Board requested a weekly update for the stakeholders about the PSD.

Motion made by Mr. Dale Kwekel to approve the PSD Committee's request to use up to \$5,000 of PSD funds for promotion of two winter events; Wine about Winter, January 6th and Frozen in Time, February 11th. Seconded by Mr. Walt Weber. MSDDA Director reminded Board the sponsorship dollars are also being collected for these events.

The motion passed 12-0.

Strategic Planning

The committee should be able to present the plan at the January meeting. The current plan focuses on a twelve month or fiscal year time period. Board members suggested that the organization address revenue acquired through committee projects.

Branding

The Board's show and tell has been delayed do to technical difficulties. A small unveiling was held last month. The brand was well received. The Web site is being populated and should be running by first part of January. A great deal of information for a wide range of consituents will be available through the new website. A recommendation was made to hold an official launch at City Council sometime in January. The Branding Committee will work on the launch.

The Executive Committee has directed Mrs. Dana Kollewehr to write a letter to the Michigan Main Street Program with a critique of this process.

Directors Report

The Board received a reminder about the Grand Opening of new store It makes Scents for this Friday at 4pm.

The Michigan Main Street accreditation was automatic this year since it was the organization's off year as a Master Level community. Chairman Borchers and Dana Kollewehr spoke with the Main Street staff and their primary concern was the lack of historic preservation education in the district. The Hart Quarterly training provided some possible project ideas for the group to consider which would help showcase our commitment to historic preservation.

Their main concern/comment is the lack of Historical Preservation and Education in our district.

Dana Kollewehr is working with Mr. Mike Smith (GH Coast Guard Festival) to receive our yearly payment from Play World.

Committee Updates

Mr. Steve Loftis updated the board on the Art Walk committee. They are working on their strategic plan, becoming more financially transparent, and fund raising. A financial report was handed out.

Promotion Committee would like to hold an event in fall- Scarecrows about Town. The event has not been formally presented to the Board and would occur only if the Preservation & Place committee does not host the Rocket Fish project in 2012.

Retention and Recruitment committee provided an update about results of Market Study. The Board thanked the committee for their hard work on the project and end result. The Preservation and Place committee did a ride around the district to identify areas that need attention and special consideration for gateway areas. The maintenance plan is near completion and will be presented to the committee at their next meeting.

The meeting was adjourned at 8:50 a.m.

Happy Holidays.

The minutes were respectfully submitted by MSDDA Secretary, Ms. Rheba Bolt