

DOWNTOWN DEVELOPMENT AUTHORITY  
BOARD MEETING MINUTES  
March 25, 2019

- A. Call to Order: 7:03pm
- B. Present: Griffith, Horton, Iaquinto, J Secrist, , Olney, Wilbur, Chockley. Absent with notice: J Secrist. Absent without notice: Kabisch. Also, present: Michael Powers, WL Chamber, Dan & Judi McLean (local residents)
- C. Call to the Public - public introduced themselves
- D. Minutes from February 25, 2019 meeting. Motion to accept the minutes with changes by Forrester, supported by Wilbur. Motion Passed
- E. Financial Report: Motion to accept as presented by Iaquinto, supported by Wilbur. Motion Passed
- F. Old Businesses
  - 1. Expanding number of DDA members: Marlene will continue to work on this.
  - 2. Calendar of Events: Discussion about hosting spring Truck-A-Palooza.
  - 3. Preparing for Trunk-a-Palooza:
    - i. Marlene will check with WLPS Superintendent if we can use the “old” Middle School parking lot.
    - ii. Marlene will also complete a Civic Event permit that is needed 45 days in advance of the event date.
    - iii. Date will be May 19 start noon (for set up) with event from 1-4pm.
    - iv. Marlene will look into a generic signs with “this Sunday”.
    - v. We will move the May DDA meeting to the 13<sup>th</sup> to plan for any last-minute things for the event.
- G. New Business
  - 1. Trunk-or-Treat Partnership(?) with WLFEE: Jeni discussed the possibility of helping with their fundraising. The board felt it appropriate for Jeni to invite WLFEE to be at the event to promote their organization.
  - 2. Panel to help start-up businesses: Jeni discussed an opportunity that WCC has for business owners and how our township could do this for current or people thinking about opening a business in WL. Some ideas:
    - i. Put together a written process for businesses.
    - ii. Invite key people to speak/be available to mingle with business prospect (i.e., zoning administrator, banker, real estate agents, etc).
    - iii. Have an annual business fair

iv. Marlene will put together a “check list” that the DDA will look over that could be a document to pass out when people inquire procedures to open a business in Northfield Township.

v. Flower Planting Day – will be in May. Marlene will work on this with WLES

H. Board Members Comments: Various discussion on the following...

1. A summer concert in the park is in the works
2. MEDC to review our TIFF plan. Getting a map of the DDA district to review
3. Equalization Basin
4. Master Plan draft progress
5. Events on the lake
6. 75 Barker

I. Next DDA Meeting: April 22, 2019

J. Adjourned at 8:33pm. Motioned by Wilbur, supported by Olney. Motion passed