

DOWNTOWN DEVELOPMENT AUTHORITY  
BOARD MEETING MINUTES  
April 22, 2019

- A. Call to Order: 7:04pm
- B. Wilbur sat in a Chair for this meeting.
- C. Present: Iaquinto, Kabisch, J Secrist, Olney, Wilbur, Chockley. Absent with notice: J Secrist. Absent with notice: Griffith, Horton. Also, present: C Secrist, C Infante
- D. Call to the Public - Forrester asked to present an event and Wilbur added it under New Business #4.
- E. Minutes from March 25, 2019 meeting. Motion to accept the minutes by Wilbur, supported by Olney. Motion Passed
- F. Financial Report: Motion to accept as presented by Iaquinto, supported by Forrester. Motion Passed
- G. Old Businesses
  - 1. Preparing for Trunk-a-Palooza, May 19, 1-4pm:
    - i. Marlene got approval from WLPS Superintendent to use the “old” Middle School parking lot.
    - ii. It was agreed to charge \$5 per space.
    - iii. Dana will do a press release and send out. She will also check into advertising on the digital billboard.
    - iv. Dana will contact the Taco truck.
  - 2. Flowers downtown.
    - i. The WLES 2<sup>nd</sup> grade kids will plant flowers on May 22 sometimes around 11:30/noon
    - ii. Marlene will talk to business owners about watering the flowers.
- H. New Business
  - 1. Review of draft master plan
    - i. Public hearing for the master plan should be May 22?
    - ii. Marlene asked everyone to look over the maps and give feedback
  - 2. Social Media Plan and Hosting a DDA Panel
    - i. Collect a profile on all our businesses
    - ii. On the DDA Facebook page, highlight/profile/spotlight businesses
    - iii. Dana and Jeni will work to put something together for this
    - iv. DDA Panel – discussion on this panel with How To Open A Business in Whitmore Lake.

- v. Panel would consist of township personnel that are instrumental when a business is trying to open in our town
- vi. Looking at having extended hours for these key people
- vii. At our next meeting we will focus on what it takes to start a business so we can plan the panel, etc.

3. TIF workshop

- i. Nobody suggested to shrink our district. Expansion, YES.
- ii. It was suggested to bring TIF plan expert Richard Murphy to a DDA meeting. The DDA could use someone that is very familiar with TIF Plans to educate us in this area
- iii. A motion was made to spend up to \$500 to bring in Richard Murphy to discuss TIF plans made by J Secrist, 2<sup>nd</sup> by Chockley – motion passed

4. Antique Boat Show

- i. Event would be held on June 2<sup>nd</sup> (rain date June 13), 7pm-9pm
- ii. There are already businesses on board to sponsor like Mac's Marina, Lovely Monkey Tattoo & Piercing and possibly Whitmore Lake Tavern or Captain Joe's. The event would be Presented by WL DDA.
- iii. Event would have a DJ, free photos with Captain Sparrow, a magician and possibly a food truck.
- iv. Spectators would park at the township property by the post office and bring blankets to sit on near the water to watch the show
- v. Discussion to have people turn in receipts from Whitmore Lake restaurants/businesses to be drawn for prizes
- vi. Dana will look into a Civic Event permit.
- vii. A motion to support the Class Boat Show and donate \$400 by J Secrist, 2<sup>nd</sup> by Chockley – motion passed

I. Board Members Comments: Various discussion on agenda items

J. Next DDA Meeting: May 13, 2019

K. Adjourned at 8:33pm. Motioned by Chockley, supported by Wilbur. Motion passed