

**MELROSE TOWNSHIP DDA MINUTES**  
**Regular Meeting of June 7, 2016**  
**At Melrose Township Hall**

**I. CALL TO ORDER & ROLL CALL**

Chair Broc Johnson called the meeting to order at 7:05 PM.

**Members present:** Broc Johnson, Vern Goodwin, Bob Vratanina, Judy Goldsmith, Steve Whittaker, Jonathon Borisch, and Dave Rentschler.

**Members absent:** Calvin Penfold and Mike Strobel.

**Staff present:** Recording Secretary Tom Mackie

**II. APPROVAL OF MINUTES:**

Judy Goldsmith motioned, Bob Vratanina seconded, to approve the minutes of April 11, 2016 as presented. All ayes, motion carried.

**III. FINANCIAL REPORT:**

Tom Mackie reviewed the financial statements. The current cash balance is \$652,826.

**IV. UNFINISHED BUSINESS:**

**A. Streetscape Development and Funding:** Vern reported the project has started and detail plans are available for review after this meeting. The contractor is working on the storm water system today and curbs are next. The first phase of this project (curb to curb) should be completed by June 30th. Phase two (sidewalks and street lighting) will begin after Labor Day. Jonathon noted the downtown merchants are dealing with delivery trucks and will utilize the parking area behind the old boat showroom if necessary. He also noted the water system is not planning any work in the area until after Labor Day. Vern indicated the system owner did not mention any upcoming work at the Township's pre-construction meeting.

**B. Sailboat Sign:** Broc reported the support system for the sailboat has been installed and, hopefully, the boat will be in position by Thursday.

**C. Maps / Brochures:** Broc provided samples of a "Discovery map" and brochure we could consider for promoting the Village. He suggested making these available to MDOT locations, chambers of commerce, and retailers. They could also be included with promotional material in other publications. Following discussion the general consensus was to use a generic list of amenities, rather than identifying specific businesses. A first-year order of 6,000 to 10,000 flyers is estimated to cost between \$3,500 and \$7,000 as the total cost for preparation, printing, and distribution.

**Broc Johnson motioned, 2nd by Steve Whittaker to work with Mitchell Street Graphics for the design and production of maps promoting the Walloon Lake Village and amenities, at a not-to-exceed cost of \$10,000. All ayes, motion carried.**

**VI. NEW BUSINESS - FUTURE PROJECT DISCUSSION:**

Broc asked everyone to consider ideas for discussion at a future meeting.

**VII. DDA MEMBER COMMENTS:**

Vern reported that Traverse Magazine is currently pursuing an article on the Village. Jonathon added that Coastal Living Magazine is also working on an article for small coastal towns that may feature Walloon Village.

**VIII. CITIZEN COMMENTS: None.**

**IX. NEXT MEETING: To be determined.**

**X. ADJOURNMENT**

The meeting was adjourned at 8:15 PM.

Prepared by:

Approved by:

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Tom Mackie, Recording Secretary

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Judy Goldsmith, Secretary