

MELROSE TOWNSHIP DDA MINUTES
Regular Meeting of February 15, 2017
At Melrose Township Hall

I. CALL TO ORDER & ROLL CALL

Chair Broc Johnson called the meeting to order at 7:00 PM.

Members present: Broc Johnson, Vern Goodwin, Bob Vratana, Judy Goldsmith, Mike Strobel, Steve Whittaker, Calvin Penfold and Jonathon Borisch.

Members absent: Dave Rentschler.

Also present: Recording Secretary Tom Mackie

II. ELECTION OF OFFICERS: Calvin Penfold motioned to retain the same officers for another year, seconded by Mike Strobel. All ayes, motion carried.

Chair: Broc Johnson
Vice Chair: Bob Vratana
Secretary: Judy Goldsmith

III. APPROVAL OF MINUTES:

Bob Vratana motioned, Steve Whittaker seconded, to approve the minutes of October 25, 2016 as presented. All ayes, motion carried.

IV. FINANCIAL REPORT:

Tom Mackie reviewed the financial statements. The current cash balance is \$268,350. Broc indicated next year's budget proposals will be addressed under project discussion.

V. UNFINISHED BUSINESS:

A. Streetscape Development Update: Vern reported the Streetscape project is substantially complete. Retainage owed to Elmer's will be paid when all work is finished, an inspection is performed, and the Township is satisfied with the results. Broc noted hearing several positive responses from the public. Steve noted the old streetlights are still in place and Vern indicated Consumer's will eventually remove them.

B. DDA Sponsorship of Special Events: Bob stated there used to be several community events in the village, but this doesn't seem to happen anymore. Broc noted the DDA could fund an event, but it would require people to organize and lead. Jonathon suggested something in early June, before other neighboring community events start. Bob suggested the Petoskey Steel Band for a concert in the park. Broc expressed concern this may be too much for the DDA to do on their own. We may need someone with experience to organize a concert. Jonathon suggested a competitive event, such as a Fire Department waterball competition that offered a cash prize, would likely draw people.

- C. MDOT Curb and Gutter Extension:** Broc noted no state funding is available for this project and the original estimate of \$50,000 would likely be much higher. As an alternative, he suggested 'hatching' the pavement on the beach side of M-75 to emphasize this area as a no-parking zone. There was general consensus to pursue this, although we need to determine the cost, if any.
- D. Event Banners:** Jonathon proposed the DDA purchase banners that would hang from the new streetlights in the village and advertise 6 planned events. The estimated cost for 6 different banners on 20 streetlights is approximately \$7,200 (\$60 per banner). Calvin suggested this would draw in people by informing them of upcoming events. Broc expressed concern this many banners could look cluttered, noting he has already heard concerns about the 'over-busy' look of the village. Following a general discussion we agreed banners would not be necessary on all 20 streetlights, and the DDA could fund generic banners with the downtown businesses paying for any that would be business-specific.

Jonathon suggested limiting an event banner display to one week. Bob expressed support for banners that generally promote the village, but doesn't believe the DDA should pay for any business-specific banners. Following additional discussion the members agreed to financing 22 banners on 10 streetlights:

- 4 general banners (2 at each end).
- 6 additional (3 each side of M-75) for special events.

The banner themes would include:

- 4 "Walloon Village" general banners
- 12 "Happy Holidays"
- 6 "Water Sports"

Calvin motioned to fund the banner project as discussed, at a cost of \$3,000, and giving Broc the authority to determine additional details. 2nd by Bob, All ayes, motion carried.

- E. Map / Brochure Distribution:** Broc noted the maps and brochures are already being distributed locally, but we need to consider expanding this to MDOT facilities and hotels. Following discussion **Bob motioned to include \$5,000 in the 2017 / 2018 budget to fund a wider-area distribution of our maps / brochures. 2nd by Mike. All ayes, motion carried.**

Broc noted our need to direct advertising to people outside the village. He's concerned an earlier idea to use Traverse Magazine could be expensive. Jonathon suggested press-releases using social media should be considered, and a service could provide this for approximately \$2,000 per year. He will research a proposal for our next meeting. **Jonathon motioned to budget \$4,000 for social media advertising. 2nd by Broc. All ayes, motion carried.**

VI. **NEW BUSINESS:**

Calvin reported receiving a suggestion to install a "Speed feedback" sign in the village as a way to help limit traffic speed.

In reference to our earlier discussion, **Broc motioned to include \$5,000 in our 2017 / 2018 budget to pursue a concert in the park, possibly in conjunction with another project. 2nd by Vern. All ayes, motion carried.**

VII. **DDA MEMBER COMMENTS:** None.

VIII. **CITIZEN COMMENTS:** None.

IX. **NEXT MEETING:** May 10, 2017

X. **ADJOURNMENT**

The meeting was adjourned at 9:15 PM.

Prepared by:

Approved by:

Tom Mackie, Recording Secretary

Broc Johnson, Chair