

MELROSE TOWNSHIP DDA MINUTES
Regular Meeting of May 11, 2017
At Melrose Township Hall

I. CALL TO ORDER & ROLL CALL

Chair Broc Johnson called the meeting to order at 7:03 PM.

Members present: Broc Johnson, Vern Goodwin, Bob Vratana, Steve Whittaker, Jonathon Borisch and, Dave Rentschler.

Members absent: Judy Goldsmith, Mike Strobel, and Calvin Penfold,.

Also present: Recording Secretary Tom Mackie

II. APPROVAL OF MINUTES:

Vern Goodwin motioned, Steve Whittaker seconded, to approve the minutes of February 15, 2017 as presented. All ayes, motion carried.

III. FINANCIAL REPORT:

Tom Mackie reviewed the financial statements. The current cash balance is \$188,695.

IV. SPECIAL PRESENTATION:

Broc introduced Martha Sulfridge who proposed a Hemingway-themed sculpture for the Township Park. Martha suggested this could be tied into several Hemingway Societies to drive visitors to our area, noting the successful results in Horton Bay. Her previous work in the area included the "Logger" on the Boyne River in Boyne City and she's working on one for Petoskey.

Responding to a question from Broc, Martha indicated the Boyne City project was 50% funded by a grant from the Michigan Economic Development Corporation (MEDC) and the balance from local fundraising.

Broc asked about trademark considerations and Martha indicated family permission would be required, but did not expect this to be a problem. Several members expressed concern for the overall cost, and suggested a need for fundraising and pursuing grants.

Broc suggested we do some research and discuss the proposal further at our next meeting.

- Bob will talk to George Colburn.
- Dave will contact the Northern Michigan Hemmingway Society.
- Vern to contact MEDC.
- Broc to contact Horton Bay.

V. UNFINISHED BUSINESS:

a. **Streetscape Development Update:** Vern reported the Streetscape project is substantially complete. Payment of a \$15,000 retainage owed to Elmer's is subject to some repair work necessary on West Street.

b. **DDA Sponsorship of Special Events:** Broc reported discussion with a concert promoter in Boyne City who provided some ideas, but is not willing to run it. Broc then suggested a "Big band" event could be organized for under \$3,500. Our \$5,000

budget would cover this but we would have to organize, promote, and run it ourselves.

- c. **MDOT Curb and Gutter Extension:** After research Broc concluded this project is too expensive for the DDA to fund alone. The area has been “Hatched” to identify it as a no-parking zone but more work remains to be done, including resolving the “Sidewalk to no-where” problem and eliminate on-street parking in front of the condominiums.
- d. **Event Banners:** Jonathon reported 10 banners are now in place, 6 generic and 4 business-specific in front of the hotel. More are planned for business and event promotion and will be installed as the needs arise. Broc noted he has received no negative comments; Jonathon suggested the area does not look cluttered by their presence; and Bob stated they look good.

Jonathon motioned, Dave seconded, to limit the number of banners in the village to no more than ½ of the available streetlights. All ayes, motion carried.

- e. **Map / Brochure Distribution:** Broc reported the map/brochure distribution is complete but we will need to resupply the village businesses.
- f. **Social Media / Press Release:** Jonathon indicated he has pursued this for some village events, but suggested the Pure Michigan campaign appears to be more useful. We probably do not want to use a commercial service at a cost of several hundred dollars and would first need to decide just what we want to announce. We then discussed promotion of the Walloon Woody’s show this summer and Dave agreed to contact Wally Kidd for further promotional ideas.

VI. NEW BUSINESS – Future Project Discussion:

- a. Bob suggested the Sailboat Sign needs a plaque identifying what a “17” is and why it is important to Walloon Lake. All agreed and Broc will contact the Township’s sign provider.
- b. Steve has contacted Larry (Moes) Matthew concerning our proposal for clean-up, mowing, and general improvement of his property at the intersection of US131 and M-75. He is generally supportive but we need to work out the details. Broc indicated the DDA would hire a landscaping service to do the work. Bob and Steve will continue discussion with Moes.

VII. DDA MEMBER COMMENTS: None.

VIII. CITIZEN COMMENTS: None.

IX. NEXT MEETING: August 9, 2017

X. ADJOURNMENT: The meeting was adjourned at 8:43 PM.

Prepared by:

Approved by:

Tom Mackie, Recording Secretary

Judy Goldsmith, Secretary