

MELROSE TOWNSHIP DDA MINUTES
Regular Meeting of August 9, 2017
At Melrose Township Hall

I. CALL TO ORDER & ROLL CALL

Chair Broc Johnson called the meeting to order at 7:04 PM.

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

Members absent: Bob Vratana and Dave Rentschler.

Also present: Recording Secretary Tom Mackie

II. APPROVAL OF MINUTES:

Mike Strobel motioned, Steve Whittaker seconded, to approve the minutes of May 11, 2017 as presented. All eyes, motion carried.

III. FINANCIAL REPORT:

Tom reviewed the financial statements. The current cash balance is \$171,737.

IV. UNFINISHED BUSINESS:

a. **DDA Sponsorship of Special Events:** Moved this agenda item to later discussion.

b. **Map / Brochure Distribution:** Broc reported the brochures have been disbursed throughout Michigan using a distribution service. The hotel has been providing them to guests and is asking to be resupplied. This winter we'll need to decide if this project should be continued/modified/expanded.

c. **Social Media / Press Releases:** Jonathon has received a proposal, but noted the hotel has been more successful without this service. He reiterated the need to decide just what we want to promote, as the downtown area is frequently at capacity now.

d. **Hemingway Monument Update:** Broc identified possible benefits of pursuing this project, although cost, placement, and financing will be important to consider. He contacted the Horton Bay General Store and was told 10 to 15 people per day come in just to discuss Hemingway. Steve suggested this project is a great idea, and Jonathon suggested it could be our best choice for commercial art. Vern will research our eligibility for an MEDC grant, and the grant application process. After discussion we determined the circle park may be the best site for a monument, as it represents the center of the village and is a high-traffic area. Broc agreed to contact Martha Sulfridge.

e. **Sailboat Signage:** Broc reported the sign is now installed and all lettering complete.

f. **US131 / M-75 Landscaping:** This is an ongoing project requiring that we work out details of a plan with property owner Larry Mathews. Jonathon agreed to pursue an artist rendering to help move the project along.

V. **NEW BUSINESS – Future Project Discussion:**

- a. **Walloon Woody's Car Show:** Broc noted Steve Whittaker's effort to organize a car show in conjunction with the Celebrate Walloon event went very well, and could be repeated and expanded in future years. Jonathon suggested we consider the car show as a separate event. It may be difficult to grow either event because of infrastructure limitations. Broc agreed to contact the Walloon Lake Association for a schedule of their activities next summer.

Broc motioned, Mike seconded, to reimburse Steve Whittaker \$2,033.05 from our promotions budget for personal expenses incurred in organizing and operating the car show. All ayes, motion carried.

- b. **Crosswalk Signs by MDOT:** Thermo plastic has been installed on the crosswalks but the contractor didn't contact MDOT first. Jonathon has a quote of approximately \$1,200 for six signs. Vern agreed to contact MDOT before making this purchase.

Broc motioned, Steve seconded, to purchase two signs as a test if approved by MDOT. All ayes, motion carried.

- c. **Booth at Detroit and Chicago Boat Show:** Jonathon reported the cost of a 10 foot square booth is \$1,200 plus the cost of operation. He suggested the businesses could operate the booth if the DDA pays for rental. Broc questioned if the boat show would actually bring people to Walloon, or if it just promoted the sale of boats.

- d. **Park Pickle Ball Court:** The existing court is getting limited use but needs to be expanded to regulation size. The Township's Parks and Recreation committee may budget for this in the future.

VI. **DDA MEMBER COMMENTS:** Jonathon noted the village businesses will meet in September to discuss what went well, or not. At that time he can get their feedback for future project ideas.

VII. **CITIZEN COMMENTS:** None.

VIII. **NEXT MEETING:** In October

IX. **ADJOURNMENT:** The meeting was adjourned at 8:31 PM.

Prepared by:

Approved by:

Tom Mackie, Recording Secretary

Judy Goldsmith, Secretary