

MELROSE TOWNSHIP DDA MINUTES
Regular Meeting of November 8, 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, Steve Whittaker, Jonathon Borisch, Calvin Penfold, Mike Strobel, Judy Goldsmith, and Dave Rentschler.

Members absent: Bob Vratanina.

Also present: Recording Secretary Tom Mackie

II. APPROVAL OF MINUTES:

Calvin Penfold motioned, Steve Whittaker seconded, to approve the minutes of August 9, 2017 as presented. All ayes, motion carried.

III. FINANCIAL REPORT:

Tom reviewed the financial statements. The current cash balance is \$186,941.

IV. UNFINISHED BUSINESS:

a. **DDA Sponsorship of Special Events:** Broc noted last summer's car show was the only special event we sponsored this season. Steve provided detail on the car show and concluded it went well. Vern noted a Triathlon event is planned in the village on the same day as the Celebrate Walloon festival next summer. Jonathon indicated the Woody's Boat Show is planned for the 1st weekend in August (August 4th), and feedback from village businesses suggest it is better to run the car show and boat show at the same time. Steve is considering limiting the car show to the morning. Broc expressed the importance of promoting these events. Steve suggested more signs, and will work on a plan. Jonathon doesn't believe they will have a water-ski show next summer, but noted the Walloon Lake Association is considering a sailboat race during Celebrate Walloon. A Poker run with boats is also under consideration.

b. **Map / Brochure Distribution:** Broc reported a company has been hired to help with distribution. We're presently out of brochures and need to decide whether to continue, expand, or end this promotion. General support was offered to continue this program.

c. **Hemingway Monument Update:** Broc contacted George Colburn who confirmed a Hemingway statue is popular in communities that support the effort. A story board provided by Martha Sulfridge offered several examples, with costs ranging from \$50,000 to \$125,000. We discussed several promotional/fundraising ideas that would utilize the Hemmingway Association. Jonathon, Steve, Calvin, and Dave all expressed support for pursuing this project. Vern agreed to investigate the availability of a MEDC 50/50 matching grant, including the lead time required for applying and length of time for a decision. "Hemmingway in a boat" and "Hemmingway with dog" were the two preferred proposals. A budget of \$50,000 (with an MEDC matching grant) will be requested for next year.

- d. **US131 / M-75 Landscaping:** Jonathon contacted landscape architect Maureen Parker who expressed concern we didn't want anything "Tall" in this area. We noted property owner Larry Matthew is not receptive to anything tall or elaborate. Jonathon will follow up with Maureen. The emphasis is on low or no maintenance, and maybe some bushes or shrubs.

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

- a. **Crosswalk Signs:** Vern reported that MDOT is not interested in this project so we would have to pursue this ourselves. Consideration of a quote presented at the last meeting for 6 signs at an approximate cost of \$1,200 was tabled pending MDOT input. Now that we have an answer Jonathon will pursue this project.
- b. **Christmas Decoration Installation/Removal Proposal:** Last year's actual cost for this service was \$1,500, but this year's proposal from Firman Irrigation & Landscape is for \$1,600

Jonathon motioned, Dave seconded, to accept the proposal by Firman Landscaping for installation and removal of holiday lighting at a cost of \$1,642.15. All ayes, motion carried.

- c. **Future Project Discussion:** Steve suggested contacting Van Dam Boat Builders to see if they are interested in bringing a boat over for display during the car and boat show. Mike will contact them

VI. **DDA MEMBER COMMENTS:** None

VII. **CITIZEN COMMENTS:** None.

VIII. **NEXT MEETING:** Consensus to meet in April 2018.

IX. **ADJOURNMENT:** The meeting was adjourned at 8:44 PM.

Prepared by:

Approved by:

Tom Mackie, Recording Secretary

Judy Goldsmith, Secretary