



City of Allegan  
Downtown Development Authority Meeting  
Griswold Auditorium  
401 Hubbard Street  
Allegan, MI 49010

February 13, 2019

I. Call to Order

Chair Ryan Deery called the meeting to order at 8:04am.

III. Attendance

Present: Ryan Deery, Tracy Clawson, Kelly McLean, Nicole Richmond, Rachel McKenzie, Roger Bird, Landria Christman, Mike Villar

Absent: Marcia Wagner, Scott Jacobs

Others Present: Jordan Meagher, Community Development Coordinator, Joel Dye, City Manager, Parker Johnson, Promotions Coordinator

To begin the meeting, a chair, vice chair, and Public Spaces Commission delegate were selected.

Rachel McKenzie nominated Ryan Deery to continue serving as Chair. Deery accepted.

Ryan Deery nominated Tracy Clawson to continue serving as Vice Chair. Clawson accepted.

Rachel McKenzie nominated Landria Christman to serve as Public Spaces Commission Delegate. Christman accepted.

Ryan Deery, supported by Rachel McKenzie, made a motion to approve the slate. Motion carried 8-0.

III. Approval of Previous Meeting Minutes

Motion to approve the previous minutes from November 14, 2018 by Rachel McKenzie, supported by Nicole Richmond. Motion carried 8-0.

IV. Public Comment

None.

V. 5A.1 – Downtown Plan Discussion

After being directed by the DDA in 2018 to begin compiling an updated Downtown Plan, staff was able to present their first draft of the plan. The plan's goal is to create a guiding vision for future downtown development, along with an action strategy for implementation to meet these goals over the next five years. The plan touches on improving streetscapes, recruiting a diverse set of downtown businesses, and implementing a parking program for overnight parking. The DDA will continue to review the plan over the next few months with staff.

VI. Revue Magazine Discussion

Jeff McLaughlin of Revue Magazine presented to the DDA a proposal that would allow the City to place a page of ads in each issue of the magazine for a year. The ad page would be divided in half, with a promotion for a city sponsored event being placed on the top half, and rentable ad spaces designated for downtown businesses would be placed on the bottom half. The DDA would pay a yearly fee of 8,550.50, with costs being recouped through the sale of ad spaces to downtown businesses. Other Allegan area businesses may be sold ad spaces, but downtown businesses will be prioritized.

Mike Villar, supported by Tracy Clawson, made a motion to approve a one-year contract with Revue Magazine for \$8,550.50. Motion carried, 8-0.

VII. 101 Brady Street Bid Discussion

The bid for 101 Brady Street was not discussed. A special meeting will be held on February 15, 2019 at noon to discuss the bid.

VIII. Adjournment

The meeting was adjourned at 9:08am.

**Respectfully Submitted,**

**Jordan Meagher**  
**Community Development Coordinator**

