



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

September 14, 2016

I. Call to Order

Chair Marcia Neigebauer called the meeting to order at 12:01pm.

II. Attendance

Present: Marcia Neigebauer, Traci Perrigo, Nicole Richmond, Marcia Wagner, Rachel McKenzie, Sharon Crotser-Toy (arrived at 12:02)

Absent: Mike Villar, Nancy Ingalsbee, Megan Bouwman

Others Present: Lori K. Vander Clay, City Clerk, Mark Howe, Interim City Manager, Tony McGhee, Abonmarche, Kelsie King, Promotions Director

III. Minutes of the Previous Meeting

Traci Perrigo, supported by Rachel McKenzie, made a motion to approve the meeting minutes of August 10, 2016. Motion carried.

IV. Old Business

- **Presentation by Downtown Merchants/WWMT Advertising Randy Sneller, Hathaway Cottage and Suzin Claver, WWMT**

Randy and Suzin discussed the proposal and the request to the Downtown Development Authority to pay 50% of \$5,290.00 for a three week television advertising campaign on WWMT for a 30 second commercial with three (3) participating merchants featured in each commercial. Marcia Wagner commented this advertising will be of a benefit to all merchants in the City. Rachel McKenzie questioned what about the merchants that chose not to participant? Randy Sneller believes those merchants will benefit either way as this is a basic advertising campaign for the City. Kelsie King, Promotions Director stated the current budget for advertising is \$10,000.00 and we are in the middle of the budget year and the policy states that the City will reimburse merchants that advertise in City sponsored events up to \$100.00. Members discussed the availability of funds and how much was not encumbered from the current budget. Suzin Claver commented that funds from the participating merchants and the DDA would need to be received starting October 15th with a final date of November 1st. Mark Howe, Interim City Manager offered to work with Tracy Stull, Finance Director regarding the DDA budget and availability of funds. Nicole Richmond wondered if the three 30 second commercials could be considered as three different advertising campaigns which then the current advertising policy wouldn't be affected. Marcia Wagner, supported by Nicole Richmond, made a motion to have the DDA contribute \$2,645.00 (1/2 of \$5,290.00) to TV advertising for the participating merchants

through WWMT for November-December commercials, contingent upon the availability of funds within the DDA budget. Motion carried.

V. New Business

Marcia Wagner stated she is working on brochures.

VI. Staff Reports

1. **Promotions Update:** Kelsie King-Duff announced Ladies Night Out will be October 7th.
2. **Economic Development Update:** Tony McGhee commented the restaurant on Water Street continues to move forward; the proposed zipline project will go before the Zoning Board of Appeals on the 20th to decide on a height variance; he is working on a possible MSHDA grant for 136 Brady and a grant has been submitted for a Disc Golf course in the Mill District.

Sharon Crotser-Toy announced that she is resigning from the DDA, due to her taking a job in Watervliet, she thanked everyone for their support.

VI. Adjournment

The meeting was adjourned at 12:52pm.

Respectfully Submitted,

Lori K. Vander Clay
City Clerk