

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

May 9, 2013

I. Call to Order

Chairperson Linda Clark called the meeting to order at 12:05pm.

II. Attendance

Present: Linda Clark, Deb Leverage, Lovedia Stap, Rachel McKenzie, Betty McDaniel, Wendy Raymond, Delora Andrus, Mike Villar, Marcia Wagner, Colleen Banks, Larry Ross, Tom Hardin

Absent: Cynthia Langhorst

Others Present: Robert Hillard & Lori K. Vander Clay

III. Minutes of the DDA meeting held on April 11, 2013 and Special Meeting held on April 22, 2013

Tom Hardin, supported by Lovedia Stap, made a motion to approve the meeting minutes of April 11, 2013 with one minor correction to **Section III, should read "held on"**. Motion passed with Colleen Banks and Rachel McKenzie abstaining. Lovedia Stap, supported by Marcia Wagner, made a motion to approve the special meeting minutes of April 22, 2013. Motion passed by acclamation.

IV. Old Business

A. 2013 DDA Marketing Plan

City Manager Rob Hillard reviewed the plan. Marcia Wagner is in the process of getting quotes on billboard advertising and thinks the "Positively Allegan" logo needs to be on it. She will communicate with City Manager Rob Hillard once quotes have been received. Linda Clark talked about the "Positively Allegan" booth that will be at the Allegan County Fair in September. She asked members to think about volunteering. City Manager Rob Hillard announced the Positively Allegan Logo winner will be announced at the Allegan County Fair Office on Thursday, May 10<sup>th</sup> at 10:00am. He encouraged all DDA members to attend.

#### B. Allegan Area Asset Summary

City Manager Rob Hillard reviewed the document. Lovedia Stap would like this information along with programs offered by the school district should be supplied to all local realtors, so they can share with potential residents. Rachel McKenzie commented on the need for positive news stories by Channel 3 and Channel 8.

#### C. MSU Riverfront Design/Volunteer Fair~June 18, 2013, 7:00pm Griswold Auditorium

City Manager Rob Hillard explained this will be the final meeting for the riverfront design. He stated a volunteer fair will be held on the lounge after the presentation. He also invited members to attend the City Council meeting on May 13<sup>th</sup> to hear the MEDC presentation about Redevelopment Ready Communities Program.

#### V. New Business

Colleen Banks announced her resignation from the DDA effective immediately, but she would like to remain on the Promotions Committee. She also announced the Grand Re-Opening of the NAPA store will be held on July 12<sup>th</sup>. Linda Clark said she was sorry to see her leave. City Manager Rob Hillard thanked her for all her hard work.

City Manager Rob Hillard announced the City did not receive the Façade Grant from the State, but he is currently working on a “Plan B”.

Larry Ross announced the Village Market Wine Show will be held on Thursday, May 16<sup>th</sup> at 6:30pm at Cheshire Hills Golf Course and tickets are still available.

Deb Leverence announced the Specialty Shop Hop Shop will be held on Saturday, May 11<sup>th</sup>. Also the recent fundraiser held for the Regent was well attended and raised \$1,400 with a match of \$1,400 by an anonymous donor.

Lovedia Stap announced June 7<sup>th</sup> at Chemical Bank will be Customer Appreciation Day.

Linda Clark announced the Arts Council has given \$2,927.00 in scholarships to local art students.

Mike Villar invited everyone to attend a performance of Joseph and the Amazing Technicolor Dreamcoat at the High School Performing Arts Center.

Marcia Wagner talked about her recent meetings in Lansing.

#### VI. Committee Minutes and Reports

#### VII. Adjournment

The meeting was adjourned at 12:56pm.

**Respectfully Submitted,**

**Lori K. Vander Clay**  
**Deputy City Clerk**