



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

June 11, 2015

I. Call to Order

Chairperson Fred Jordan called the meeting to order at 12:00pm.

II. Attendance

Present: Rachel McKenzie, Marcia Neigebauer, Cynthia Langhorst, Fred Jordan, Deb Leverage, Julie Schell, Traci Perrigo, Marcia Wagner, Mike Zeter

Absent: Delora Andrus, Mike Villar, Larry Ross

Others Present: Lori K. Vander Clay, Robert Hillard, Kelsie King

III. Minutes of the DDA meeting held on May 14, 2015

Deb Leverage, supported by Rachel McKenzie, made a motion to approve the meeting minutes of May 14, 2015. Motion carried.

IV. Old Business

A. 2015 Event Plan

Kelsie King, Promotions Coordinator reviewed the plan. Rachel McKenzie, supported by Marcia Wagner, made a motion to approve as presented. Motion carried.

B. 2015 Marketing Plan

Kelsie King, Promotions Coordinator reviewed the plan. Traci Perrigo, supported by Cynthia Langhorst, made a motion to approve as presented. Motion carried.

C. Friend and Family Friday Funding for August & September - \$800.00

Deb Leverage, supported by Rachel McKenzie, made a motion to approve the request as presented. Motion carried.

D. Positively Allegan Volunteer Booth – July 3rd and Allegan County Fair

Kelsie King, Promotions Coordinator announced that volunteers are needed for the Positively Allegan informational fair booth, September 11th~September 19th from 11:00am~10:00pm. Kelsie will bring a calendar to the next DDA meeting. She also stated that volunteers are still needed for July 3rd.

E. Allegan County News Advertisement Guide

Kelsie King, Promotions Coordinator explained this request. Deb Leverage, supported by Marcia Neigebauer, made a motion to approve as presented. Motion carried.

F. “Paint the Town” Grant – 213 Hubbard Street - \$2,000

Fred Jordan requested the Design Committee review the lead base paint requirements. Rob Hillard will facilitate that review with the members.

V. New Business

VI. Committee Minutes and Reports

A. Organizational Committee

Mike Zeter talked about the last meeting. It was agreed that the committee needs to be more productive and meetings will now be quarterly.

B. Design Committee

Deb Leverage gave updates.

C. Promotional Committee

D. Economic Restructuring Committee

Fred Jordan commented it was a good meeting.

E. Budget Report

City Manager Rob Hillard reviewed.

VII. Adjournment

The meeting was adjourned at 12:30pm.

Respectfully Submitted,

Lori K. Vander Clay
Deputy City Clerk