



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

July 9, 2015

I. Call to Order

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

II. Attendance

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

Absent: Rachel McKenzie, Delora Andrus, Mike Villar, Larry Ross

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

III. Minutes of the DDA meeting held on June 11, 2015

Marcia Neigebauer, supported by Mike Zeter, made a motion to approve the meeting minutes of June 11, 2015. Motion carried.

IV. Old Business

A. Friend and Family Friday Marketing for August and September - \$1,000

Kelsie King, Promotions Coordinator explained this request is for marketing materials for the upcoming events. Mike Zeter, supported by Marcia Wagner, made a motion to approve as presented. Motion carried with Deb Leverence voting no.

B. Hubbard Street Temporary Sign Policy - \$500

Rob Hillard explained the proposed location and proposed policy. He stated that adhering to this policy could be problematic and he would like to move forward using as a guideline with final approval from City Council. Marcia Wagner asked about banners that could be made to promote City events. Fred Jordan likes this idea. Deb Leverence, supported by Marcia Wagner, made a motion to approve this “guideline” policy. Motion carried.

Mike Zeter, supported by Deb Leverence, made a recommendation to take the idea of creating “City” banners to advertise City events to the Promotions Committee.

C. Allegan Ugly Sweater 5K - \$500

Marcia Neigebauer, supported by Traci Perrigo, made a motion to approve the request of \$500.00 for this event as presented. Motion carried with Deb Leverence and Mike Zeter voting no.

D. Façade Program Amendment – Statement of Responsibility

Deb Leverage, supported by Cynthia Langhorst made a motion to approve the addition as presented. Motion carried.

E. Decorative Business Sign Design Concept

Deb Leverage shared pictures of the proposed directional signs. The committee liked the look of the whimsical fun signs that could be placed on numerous corners in the downtown. Marcia Neigebauer, supported by Julie Schell, made a motion to approve the concept for the Design Committee to workout additional details. Motion carried.

F. Bike Rack Design

The committee liked the design that was presented. Julie Schell, supported by Cynthia Langhorst, made a motion for the Design Committee to proceed with the bike design. Motion carried.

G. Positively Allegan Booth – Allegan County Fair

Kelsie King, Promotions Coordinator gave a sign-up sheet to the members.

H. Annual Development City Board Meeting – July 27, 2015 – 7:00pm

Rob Hillard explained that the chairs along with members of various City boards will speak to City Council regarding their goals and accomplishments. He encouraged all to attend on July 27th. This is part of the Redevelopment Ready Communities Program.

V. New Business

Rob Hillard thanked Kelsie King for all her work with July 3 Jubilee and her continued hard work in planning future events and of course the weekly Farmers Market.

VI. Committee Minutes and Reports

A. Organizational Committee

Mike Zeter gave an update.

B. Design Committee

Deb Leverage gave updates.

C. Promotional Committee

Mike Zeter gave an update. Kelsie King announced she is assisting the merchants in organizing City sidewalk sales for July 30 & July 31.

D. Economic Restructuring Committee

Marcia Neigebauer gave an update.

E. Budget Report

VII. Adjournment

The meeting was adjourned at 12:48pm.

Respectfully Submitted,

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