



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

August 13, 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 Leverage, Julie Schell, Traci Perrigo, Marcia Wagner, Rachel McKenzie

Absent: Mike Villar, Larry Ross, Mike Zeter

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

III. Minutes of the DDA meeting held on July 9, 2015

Cynthia Langhorst, supported by Marcia Wagner, made a motion to approve the meeting minutes of July 9, 2015. Motion carried with Rachel McKenzie abstaining.

IV. Old Business

A. Aquatic Habitat Grant – Mill District

Marcia Wagner, supported by Traci Perrigo made a motion to approve the submittal of another Aquatic Habitat Grant to MDNR. Motion carried.

B. DDA Training Suggestions

Rob Hillard explained that being a Redevelopment Ready Community also requires training. He indicated the Michigan Municipal League does offer training on how to attract and get “Pop-Up” businesses into currently vacant buildings. Everybody was in favor of having Rob Hillard work out the details with MML for upcoming training sessions. He will continue to work with the Economic Re-Structuring Committee, as well. Chair Fred Jordan asked how we recruit these types of businesses. Rob Hillard responded that the building owners need to be made aware of these opportunities.

C. Positively Allegan Booth – Allegan County Fair

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

V. New Business

Committee Minutes and Reports

A. Organizational Committee

Deb Leverage stated the committee will be working on creating a listing of all DDA merchants and meetings with merchants will continue.

B. Design Committee

Cynthia Langhorst stated the committee continues to work on the new banner designs.

C. Promotional Committee

Kelsie King announced the upcoming events: September 4th, Labor Day Bridge Walk, 6:30pm at the Second Street Bridge; October 2nd Ladies Night Out and a possible Chili Cook-off in November. She briefly talked about a billboard advertising campaign.

D. Economic Restructuring Committee

Marcia Neigebauer gave an update.

E. Budget Report

VI. Adjournment

The meeting was adjourned at 12:50pm.

Respectfully Submitted,

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