



REGULAR MEETING, FEBRUARY 15, 2016
BEGINNING AT 5:30 P.M. AT THE DDA OFFICES
129 S. Kalamazoo Street, Paw Paw, Michigan 49079

Minutes

Meeting was called to order at 5:31.

In attendance: Pat Lynch, Mary Lou Hartwell, Cindy Mount, Cindy VanSchoyck, Brian Lietzau, Mark Bahnson, Roman Plaszczak, Ellyn Jones, Larry Nielsen, Mary Springer (DDA Coordinator)

Guest Officer Sam Carlsen.

MOTION: To approve the January 18, 2016 meeting minutes (with one correction) was made by Mark Bahnson **SUPPORTED** by Pat Lynch. **MOTION CARRIED**

Ongoing Business:

Larry presented the proposed budget and went over everything line by line. There was discussion and a motion was made. Downtown marketing and promotion cuts were made to the number of pages the DDA pays for in the Chamber guide, lowering it from 5 to 1 page. Uncork Campaign will be cut significantly and both Steven Trivers and Rene Rodriguez have reduced fees for this year to help keep cost down without losing too much of the campaign. Radio will remain in the budget but only to focus on invite business start up or expand in Paw Paw. We will retain the business highlight ads and do 1 post card Rather than two.

MOTION: To recommend that the Village Council approve the proposed budget was made by Pat Lynch and **SUPPORTED** by Roman Plaszczak. **MOTION CARRIED**

Brian Lietzau proposed that the board see a monthly accounting of DDA expenditures and revenues.

The downtown flowers were discussed and it was decided that the Village would purchase flowers from a local grower for the downtown pots and beds and the DPS flower maintenance employee would plant them. Hanging baskets will still be purchased from Kloosterman greenhouses but only 24 baskets will be purchased this year. Focus on placement will be primarily the corners between Gremps and Niles streets.

Ellyn strongly urged the DPS to purchase flowers from Tuttle's as they have been involved with the downtown flowers for so long.

Mary Springer gave the office report which is attached. She reported Law firms interest in renting the lower level of the Carnegie for depositions and also WSI would like to rent every Thursday through March for a job fair. If all goes well with the month of March they may want to extend. Brian suggested that a certificate of liability be provided. Also reported that a call came in from Bob Gaudio wanting to

know if the Courier had the Shop Local holiday pages online. He stated that they had made him aware of businesses that he hadn't been aware of before and he looks for them now every year.

Larry recognized Cindy VanSchoycks letter of resignation, congratulated her on her recent marriage and thanked her for her service on the DDA board.

MOTION: To adjourn was made by Cindy VanSchoyck Ritz and **SUPPORTED** by Pat Lynch.
MOTION CARRIED

Meeting adjourned at 7:00