

Village of Paw Paw

Larry Nielsen, Village Manager
111 East Michigan Avenue, PO Box 179; Paw Paw, MI 49079
Phone: 269-657-3148 // Fax: 269-657-7544
Website: <http://www.pawpaw.net> // Email: l.nielsen@pawpaw.net

“Notes From Larry”

FROM: Larry Nielsen, Village Manager

Date: June 2, 2009

Maple Lake and Natural Resources Committee Working: Phillips Environmental Consulting Services, Inc. of Lawton, has been engaged to complete a study that identifies options of dealing with the sediment that is being carried along the Gates Drain (South Branch of the Paw Paw River) and settling in Briggs Pond and Maple Lake. The sediments are a very fine (small) and do not settle out as heavier sand does at weirs along the river. These sediments only settle out when the velocity of the water slows way, way down as it does in Briggs Pond and Maple Lake. What makes the sediment so much of a problem is that as each particle moves along it creates an electrical charge which attracts the naturally-occurring arsenic to adhere to the sediment particles. The sediment then has a much higher level of arsenic. The levels of arsenic can be a health problem and handling is restricted and costly. Philips Environmental Consulting will review all the options from leaving the sediment in place to dredging and land-filling the sediments. The work is expected to be completed in the next couple of months.

DDA Revises Grant and Loan Program: The Paw Paw Downtown Development Authority (DDA) has expanded its grant and loan program. For the first time, property owners in the DDA district can make application for demolition projects and for interior repairs, restoration and renovations. The DDA has been making grants and loans for painting and faced repairs, restoration and renovation. Applications are available from the DDA office located at the Carnegie Center at 129 S. Kalamazoo Street or by calling 657-5395. The maximum allowed grant or loan is \$15,000 per project with a 5-year cap of \$25,000 per parcel. The DDA has approved over \$27,000 in grants since the start of this fiscal year, March 1, 2009.

Uncork Paw Paw – a village to discover & enjoy: The DDA is funding a three-prong campaign that is designed to support existing businesses and encourage new growth in Paw Paw. The 3-prong campaign is beginning now and will run through February 28, 2010. The DDA is working with the Greater Paw Paw Area Chamber of Commerce on the effort. A six person oversight committee consisting of three DDA and 3 Chamber persons are working with a media consultant and a marketing consultant to guide the effort. The campaign is designed around the theme “Uncork Paw Paw – a village to discover and enjoy. The theme draws attention to the fact that Paw Paw has many attractions that persons unfamiliar with Paw Paw should take time to discover. It also encourages local area residents to explore all the ways to enjoy Paw Paw. The

three prongs will use radio, print, direct mail and an I-94 billboard to carry out its efforts. The total budget is approximately \$100,000.

Prong - 1 is designed to educate area residents (within a 10 minute drive) the advantages of doing business in Paw Paw as well as the many reasons to enjoy Paw Paw. Among the reasons to enjoy Paw Paw are the “Picnic in the Park” and “Concerts on the Lake” programs as well as the festivals and events that take place in Paw Paw. Prong - 2 is designed to reach into the 20 and 30 minute drive areas and encourage people to take time to discover all the businesses and attractions Paw Paw offers. These include the award-winning wineries, the terrific restaurants, the friendly businesses that treat customers like neighbors and the festivals and events that take place in Paw Paw. Prong -3 builds off the work of the new Master Plan’s economic analysis. This analysis identifies buying power and interests with in a 30 minute drive of Paw Paw and compares that buying power with what is offered currently in Paw Paw. Gaps in what is offered and what is wanted will drive Prong – 3. The effort is directed at recruiting new businesses to locate Paw Paw.

Until Next time, I’m Larry Nielsen.