



Paw Paw Downtown Development Authority

MEETING MINUTES

March 18, 2019 • 5:30 p.m.

DDA Office at the Carnegie Center
129 S. Kalamazoo St. Paw Paw

Call to order - Meeting was called to order of the Paw Paw Downtown Development Authority Board of Directors was called to order at 5:30 by Board Chair Mary Lou Hartwell.

In attendance –Mary Lou Hartwell, Ellyn Jones, Steve Racette, Roman Plaszczak, Harold Schuitmaker, Barbara Carpenter, Sid Shank, Joe Romph, Sarah Moyer-Cale, Mary Springer.

Absent –Kim Otten, Maria Diaz, Cindy mount, Susan Metzger

No Guests

A MOTION was made by Harold Schuitmaker and **SUPPORTED** by Barbara Carpenter to approve the minutes of the February 18, 2019 Board meeting minutes as presented. **MOTION CARRIED.**

GRANT and LOAN APPROVALS

The Grant review committee reviewed the grant request from Casey and Amy Sons, Strand theater 115 E. Michigan Ave There was discussion about the appearance of the front of the building. It was determined that the board would like to see something done with the brick work to improve the appearance of the building.

A MOTION was made by Harold Schuitmaker and **SUPPORTED** by Sid Shank to approve a grant of \$1,672.00 to Casey and Amy Sons, Strand theater 115 E. Michigan Ave. **contingent** on the painting and/or restoration of the brick on the front the building. **MOTION CARRIED.**

Ongoing Business

Committee and Staff Reports

Village Manager's Report – Sarah reported that the house moving through town went well. There were two meetings on the streetscape plans one at the library prior to the Village Council meeting and a one on one at Green Glass Coffee Company. The grant process for 210 E. Michigan Ave is moving along and the agreement is expected within the next two weeks.

Uncork Marketing Report– Steve Racette reported that the committee the committees' intentions to change the tone of the radio marketing campaign to target a younger demographic. (under 50)

Ch 12 Report -Barbara reported that there has been a lot of progress talking to Steve Sholtz and Rick Kiembaum. Steve presented the committee with the Franchise agreement and they have everything that they need for equipment. The committee is very close to having something put together to present to stakeholders.

Chamber Report – Mary Beth Sons not in attendance.

Coordinator's Report – Mary gave the staff report. Reported partnering with South Haven Visitors Bureau on the Paw Paw visitor's brochure for the Visitors centers. Bids for the painting on the Carnegie came in with Steve Trip and Custom colors at \$17,900.00 and Dave Barker at \$10,310.00.

John Griner from M live called and would like to discuss a T.V. campaign.

Marlene from Adams outdoors met with me to discuss signage and invited the DDA to meet one month at their facility (behind Bells brewery in Kalamazoo) and take a tour to see the process behind their billboard creative. Marlene also talked about the social media marketing services that they offer.

I got everything needed for our marketing piece in the Shoreline Magazine in and called to see if there was anything else they needed. They were impressed with how quickly and completely we got info in to them.

I purchased a new light for above the front entrance to the Carnegie. The old one was too small and in disrepair. John Small said the letters will be going up above the door and the kick plates on the doors will be put back on next week.

A MOTION was made by Roman Plaszczak and **SUPPORTED** by Barbara Carpenter to approve a grant the painting bid from Dave Barker for the painting at the Carnegie windows & trim and repair. **MOTION CARRIED.**

New Business

Member Comments – Steve Racette expressed his displeasure at the Paw Paw logo that is being used on the Visitor Bureau billboards and website as it is not the uncork logo.

Adjournment – 6:18 pm
