



Paw Paw Downtown Development Authority

MEETING MINUTES

February 17, 2020 • 5:30 p.m.

DDA Office at the Carnegie Center

129 S. Kalamazoo St. Paw Paw

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

In attendance – Mary Lou Hartwell, Barbara Carpenter, Roman Plazczak, Kim Otten, Steve Racette, Holly Hamilton, Harold Schuitmaker, Sarah Moyer-Cale-Village Manager, Mary Springer – DDDA Coordinator

Absent – Sid Shank, Maria Diaz, Susan Metzger, Randy Barker, Joe Romph

A MOTION was made by Barb Carpenter and **SUPPORTED** by Kim Otten to approve the minutes of the January 20, 2019 Board meeting as presented. **MOTION CARRIED.**

There were no grant requests this month.

Ongoing Business

Budget for the new fiscal year was discussed.

A MOTION was made by Harold Schuitmaker and **SUPPORTED** by Barbara Carpenter to accept the 2020 budget as presented. **MOTION CARRIED.**

No New Business

Committee & Staff Reports – –

Sarah Moyer Cale gave an update on the progress at 210 E. Michigan Ave.

Sarah reported that the topic of Market Van Buren Summit was housing and internet issues.

Mary Springer gave the staff report and reported that the roof of the Christmas storage barn had been repaired. She is working on the annual Report, booking the summer concert series, an end of the year newsletter. She asked for ideas for social media and reported that Robin at Vineyard media needs some guidance with regards to what the content for the uncork adds should be.

There was discussion about marketing which included print, social media and radio ads. Steve is going to contact Tom Stermer to get more information on plans for radio spots. Holly feels more needs to be done on social media and that marketing committee needs to give direction for ads and social media content.

Chamber of Commerce is planning for the annual dinner Spoonful's and Spirits on Saturday, March 7th. The theme this year is "Roaring into the 20s". Tickets are \$30. Table sponsorship is \$300.

Steve asked what was happening with the MEDC façade restoration initiative grant. Discussion on the possibly pending MEDC façade grant money (\$200,000.00)

Adjournment – The meeting adjourned at 6:15pm.

NEXT MEETING: March 17, 2020
