



Paw Paw Downtown Development Authority

MEETING MINUTES

May 18, 2020 • 5:30 p.m.

Via Zoom

Call to order - Meeting of the Paw Paw Downtown Development Authority Board of Directors was called to order at 5:36 pm by Board Chair Mary Lou Hartwell.

In attendance – Mary Lou Hartwell, Barbara Carpenter, Roman Plazczak, Kim Otten, Steve Racette, Holly Hamilton, Susan Metzger, Ellyn Jones, Maria Diaz, Sarah Moyer-Cale-Village Manager, Mary Springer – DDDA Coordinator

Guest-Trevor Schantz-Intern

Absent – Sid Shank, Harold Schuitmaker, Randy Barker, Joe Romph

A MOTION was made by Roman and **SUPPORTED** by Barbara to approve the minutes of the April 20, 2019 Board meeting as presented. **MOTION CARRIED.**

There were no grant requests this month

Committee & Staff Reports – –

Sarah Moyer Cale informed the board of a grant that she was working on with the MEDC for \$50,000 to be dispersed to businesses that had not already received grant monies. The grant will focus on businesses that fit the criteria and will be scored on a matrix. This will include some service businesses such as hair salons and those with newer businesses will be scored higher as less established businesses are at higher risk of not being able to recover. The businesses being looked at are in the CBD (Central Business District)

Mary Springer gave the staff report working with businesses with grants and loans and delivering the Paw Paw STRONG signs and banners.

New Business:

Roman proposed a DDA Promotion idea for when the businesses are all open for business. DDA coupons that we would give away in a drawing to be spent in the DDA district businesses. A committee would be formed to accomplish this. We would draw several winners a week for an extended period of time. The winners would receive 50 – 100 dollars in coupons to spend in the downtown development district businesses. There was a question as to whether the DDA could participate in such a promotion since DDA's are governed by State laws. The memorandum from

the Villages attorney was negative but Roman disagrees because the funding would go straight to the downtown businesses. There was discussion and an amount of \$7500 was agreed upon to fund this promotion.

A MOTION was made by Roman and **SUPPORTED** by Ellyn for approval of funds not to exceed \$7500 for marketing and funding of the promotion. A count was taken and the motion passed unanimously. **MOTION CARRIED.**

A committee was formed. Committee members: Roman Placzak, Susan Metzger, Holly Hamilton, Steve Racette, and Mary Springer.

Member Comments: Holly brought up the need for businesses to have signs and floor graphics to comply with the State mandated guidelines for re-opening post Covid-19. She suggested that the DDA might possibly supply them, offering them at cost.

Maria mentioned a lottery being held in another municipality and will send out the link if anyone wants to read about it.

Adjournment – The meeting adjourned at 7:02 pm.

NEXT MEETING: June 15, 2020
