



## Paw Paw Downtown Development Authority

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### MEETING MINUTES

June 15, 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 5:42 pm by Board Chair Mary Lou Hartwell.

**In attendance** – Mary Lou Hartwell, Roman Plazczak, Steve Racette, Holly Hamilton, Susan Metzger, Ellyn Jones, Sarah Moyer-Cale-Village Manager, Mary Springer – DDDA Coordinator

**Absent** – Sid Shank, Harold Schuitmaker, Randy Barker, Joe Romph, Barbara Carpenter, Kim Otten (vacation), Maria Diaz.

**Guest**-Marilyn Clear- Wine and Harvest Festival discussion about an advance on the DDA's sponsorship money due to the COVID shut down of the festivals.

**A MOTION** was made by Roman to advance the 11,000 for the 2021-year festival and **SUPPORTED** was by Ellen. **MOTION CARRIED.**

**Grants**-Paw Paw Brewing would like to go forward with their window replacement project. They were approved to do this project in the past but would like to expand it and asking for approval of \$5000. There was discussion but no action was taken at this time.

### **Committee & Staff Reports – –**

Sarah reported that the grant through the MEDC was approved and that we were the only town in Van Buren County to receive this grant and 1 of only 22 total. Paw Paw had 12 businesses that met the qualifications and will be asked to sign letters of compliance soon.

The Ben Franklin (210) project is moving along well.

The marketing committee reported on the Biz Buck Campaign and went over the budget with the board.

Roman and the Marketing committee discussed the Biz Buck campaign. There was discussion on the banners and banner systems and the need to extend the Biz Buck budget.

**A MOTION** was made by Steve to extend the Biz Buck budget not to exceed \$11,500. **SUPPORTED** by Susan. **MOTION CARRIED.**

**A MOTION** was made by Roman to order banners from Look Sharp Sporting Image and brackets from consort. Motion was **SUPPORTED** by Steve. **MOTION CARRIED.**

Ellyn Jones was opposed to both motions.

Mary Springer reported that the Biz Buck campaign was well received and that Carolyn Hande from Arbor C.U. personally donated \$200.00 to the Paw Paw Strong /Biz Buck campaign. Post cards went out for the concert series and signage is being developed. The back side of the Concert post card was an announcement about the Biz Buck campaign since there are no events to announce this year with COVID.

**New Business:**

Harold wanted Mary to bring up his idea of the DDA sponsoring a promotion to assist businesses with advertising in the Courier Leader. Possibly a drawing for businesses participating in the campaign to win a coupon that could be used for advertising in the Courier Leader.

**Member Comments:** Ellyn wanted to know about placement of signage for the Biz Buck campaign.

**Adjournment** – The meeting adjourned at 7:05 pm.

**NEXT MEETING: July 20, 2020**

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