



Paw Paw Downtown Development Authority

MEETING MINUTES

July 20, 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 5:35 pm by Board Chair Mary Lou Hartwell.

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

Absent – Sid Shank, Randy Barker, Joe Romph,

Guest-No Guest

A MOTION was made by Harold to approve the June 15th meeting **SUPPORTED** by Ellen.
MOTION CARRIED.

There are no grant applications at this time.

Committee & Staff Reports – –

Sarah reported that plans were approved for Jimmy Johns which is scheduled to go in next to McDonalds (Hoods property). We are using sandwich boards to place signage to stay safe and wear a mask on the streets downtown. There is money budgeted for the roof of the Carnegie building. (John is working on getting bids). We are still waiting for the MEDC grants and were told that the MEDC is 1/3 of the way through the grant awards. The MEDC Façade program that we qualified for will probably not happen. The downtown streetscape project is going well.

Mary Springer reported that the Biz Buck campaign was well received and continues to be popular. Concerts have been well attended. Concern over the numbers that the Bronk Bros may draw.

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. Discussion about expectations for the flowers next year. Next year we will not do hanging baskets and only do the 7 large pots and the bridges due to the work that will be taking place downtown on the street scape project. The Ben Franklin (210) project is moving along well.

Downtown Parking Improvements:

The parking lot behind the Tap House needs resurfacing and restriped as well as movement of the current dumpster enclosure. Originally the Tap House had agreed to pay ½ of the cost but need to revisit to be sure that is still the plan since COVID 19. Seal coating cost is estimated at around \$50,000. Harold suggested getting another quote and mentioned that the Briggs Pond parking lot is also in need of repair and resurfacing.

Because there was not a quorum at the last meeting a vote was taken on two motions from the prior meeting.

A MOTION was made by Roman to extend the budget for the Biz Buck program not to exceed \$11,500 **SUPPORTED** by Harold. **MOTION CARRIED. (opposed by Ellyn)**

A MOTION was made by Roman to contribute \$11,000 to the Wine & Harvest budget, now as opposed to later, for salary and operations **SUPPORTED** by Barbara. **MOTION CARRIED.**

Member Comments: Roman requested that we add possible grant consideration for businesses that may not have received help to the August agenda. Roman also voiced concern that servers at the new ice cream shoppe were not wearing masks. Other board members relayed that they had gone there and the servers were wearing masks and suggested that it may have been the one shift.

Steve Racette would like to set a marketing meeting to determine where the marketing budget should be going. He also asked that the DDA consider buying an add in the community quarterly to advertise the Summer Concert Series at least for August.

A MOTION was made by Steve to spend \$320 for a small add in the Community quarterly advertising the concert series **SUPPORTED** by Ellyn. **MOTION CARRIED.**

Adjournment – The meeting adjourned at 7:00 pm.

NEXT MEETING: August 17, 2020
