



Paw Paw Downtown Development Authority

MEETING MINUTES

September 21, 2020 • 5:30 p.m.

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, Roman Plazczak, Susan Metzger, Steve Racette, Holly Hamilton, Ellyn Jones, Kim Otten, Sarah Moyer-Cale-Village Manager, Mary Springer – DDA Coordinator

Absent – Barbara Carpenter, Harold Schuitmaker, Maria Diaz, Randy Barker, Joe Romph,

Guest-No Guest

A MOTION was made by Susan to approve the August, 2020 meeting minutes **SUPPORTED** by Roman. **MOTION CARRIED.**

Committee & Staff Reports – –

Sarah reported that she has inquired about the wayfinding signs and should have some information back by next month's meeting.

There was discussion about replacing the water mains where needed and connecting services to the larger new main.

Sarah asked board members to rate listed ideas for long term goals by priority before the next meeting. This will give us an idea of what the board as a whole sees as important and gives us a place to start.

Sarah gave a report on the Street Scape project and went over the plans with the board. There was discussion of the project as well as discussion of extending the street scape design elements a block each way on Kalamazoo Street as one long term goal.

Mary reported that she would be going around town with a survey to ask about how businesses were bouncing back from the covid stay home order and also find out how the Biz Buck campaign was received by the businesses and see if they would like to do a similar campaign for Christmas.

Mary also relayed the message that the flower pots are in need of a soil change next year.

The board officially declared the cancelation of the Halloween event this year.

Old Business:

Discussion of the covid relief grant proposed by Roman at the last meeting. The grant committee is asking for approval of up to \$50,000 for the grant fund. Businesses could apply for the grant and they would be scored on a matrix. Businesses could receive up to \$2,500 based on the matrix.

A MOTION was made by Roman to approve allocation of up to \$50,000 for the covid relief grant fund **SUPPORTED** by Sid. **MOTION CARRIED.**

New Business:

Fall Decorating: Mary proposed an idea about decorating the downtown for Fall with pumpkins, cornstalks, scare crows and bales of straw.

A MOTION was made by Holly to approve the up to \$1,500 to purchase straw bales, scarecrow frames and assorted decorations to decorate the downtown for Fall **SUPPORTED** by Sid. **MOTION CARRIED.**

Member Comments: Steve Racette would like to get a marketing meeting scheduled to talk about marketing going forward.

Adjournment – The meeting adjourned at 6:48 pm.

NEXT MEETING: October 19, 2020

Please RSVP if you are unable to attend the meeting. Thank you.

Action Items:

Please bring a jacket and meet in the parking lot prior to the meeting on October 19. We will be touring the Ben Franklin building.

Also please remember to bring your long-term goal priority work sheet if you have not already turned it in.