



Paw Paw Downtown Development Authority

MEETING MINUTES

October 19, 2020 • 5:30 p.m.

Call to order - Meeting of the Paw Paw Downtown Development Authority Board of Directors was called to order at 6:08 pm by Board Chair Mary Lou Hartwell.

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

Absent – Harold Schuitmaker, Maria Diaz, Sid Shank, Joe Romph,

Tour of 210 E. Michigan Avenue from 5:30 – 6:00 -Four apartments, car ports and two commercial store fronts.

Guest-Terrie Simpkins- Terrie was introduced as a possible new board member and is here today to observe the board and get information in order to make a decision. She would be replacing Randy Barker who has asked to step down from the board due to work limitations during the pandemic.

A MOTION was made by Steve Racette to approve the September, 2020 meeting minutes **SUPPORTED** by Ellyn Jones. **MOTION CARRIED.**

Committee & Staff Reports – –

Sarah reported reviewed the wayfinding sign information with the board. The company that is giving us a proposal is Valley City Sign. They were also the most recommended by other communities and only RFP returned. There were no negative reports found regarding their work. Their goal is to pick up on some of the elements of the streetscape design. They are very familiar with MDOT standards and permits. We are looking at approximately 3 months to design and then manufacture and install. They can coordinate with the Streetscape project. There was discussion about the 210 building renovations.

Sarah collected priorities sheets for long term goal discussion and asked board members to be prepared to discuss long term goals at the next meeting in November.

Mary gave a report on the progress of the Business Retention Grant application process. There was discussion of a Holiday Biz Buck give away to start in November before Small Business Saturday.

A MOTION was made by Kim Otten to approve \$4,000.00 for Biz Bucks Campaign **SUPPORTED** by Barbara Carpenter. **MOTION CARRIED.**

Mary also asked the board if they would consider a new business incentive program or grant. Gary Barton had asked that it be considered to draw new business (as well as others over the years).

Mary went over plans for Social Distanced Visit with Santa plans. All is dependent on the covid numbers moving forward. But a good plan is in place at this time and moving forward tentatively.

Mary also announced that fall decorating was completed under budget.

Old Business:

New Business:

Steve Racette announced the sale of the Courier and Flashes and their move downtown to the Van Buren Delivery building.

Terrie Simpkins accepted the seat on the DDA Board.

Adjournment – The meeting adjourned at 6:36 pm.

NEXT MEETING: November 16, 2020

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

Action Items:

Mary to schedule a marketing meeting.

Board to consider long term goals and DDA future projects.