

MINUTES OF A REGULAR MEETING OF
THE MILAN MAIN STREET/DOWNTOWN DEVELOPMENT AUTHORITY BOARD
HELD ON MONDAY, JANUARY 9, 2017, AT 5:30 P.M. IN THE CONFERENCE ROOM OF MILAN CITY HALL.
147 WABASH ST., MILAN, MI 48160

The meeting was called to order at 5:30 P.M. by Vice-Chair Sal Calabrese.

MEMBERS PRESENT: Sal Calabrese, Barbara Gardinier, Robert Miller, Carrie Ritchie, Ryan Royal, Jade Smith, Dave Snyder, and Ryan Wilman. Executive Director Jill Tewsley and VISTA member Tori Dillinger were also present.

ABSENT: Michael Armitage (excused), and Doug Strader (excused).

VISITORS: Edward Wollmann

APPROVAL OF AGENDA: for January 9, 2017. Moved by Royal, seconded by Smith. Approved unanimously.

APPROVAL OF MINUTES:

Minutes for November 21, 2016, were presented for approval. Moved by Smith, seconded by Ritchie that the minutes be approved. Passed unanimously.

INFORMATION TO RECEIVE AND FILE:

1. Financial Report—The financial report from the City Treasurer was presented.
2. Monthly Status Report of staff activities was not yet final.
3. Michigan Main Street Monthly Report—The report was included in the packet.
4. Annual Social Media Report—The report was included in the packet.
5. Main Street notable dates—several in the coming months are presented in a new format (widely praised):
 - a. Building Basics session for downtown building and business owners—January 30 (Both Board members and Design Committee members are encouraged to attend)
 - b. Align/Organization with Board and national/state representatives—February 1
 - c. Quarterly Training (Board, focusing on Promotions) is scheduled for February 6-7 in Wayland
6. MMS Web Page Layout—A draft was provided in the packet and members are asked to comment

Motion to receive and file by Ritchie, seconded by Gardinier. Passed unanimously.

OLD BUSINESS DISCUSSION:

1. Fundraising Update—Data on returned contributions to date were provided. ED Tewsley emphasized the importance of everyone pitching in when asked for support in particular ways.
2. Marketplace—Data was provided on income and expenses. The Marketplace made more than \$2000 for MMS during November and December. ED Tewsley asked members to help with shifts as the Marketplace continues at least through Let's Chill Winterfest.
3. Mission and Vision
 - a. A Vision Statement was proposed for consideration. After discussion, the final version read as follows:

Historic Downtown Milan is a warm and charming place where residents and visitors come together to enjoy arts and culture, fun events, and local businesses in a family-friendly atmosphere.

It was moved by Ritchie, seconded by Miller to approve the Mission as amended. Passed unanimously.

b. A Mission Statement draft was presented but, as yet, is in progress.

NEW BUSINESS DISCUSSION:

1. Let's Chill Winterfest—There was a brief presentation regarding the upcoming event. Most discussion focused on the Big Freeze (a dinner in Tolan Square on Friday night with \$40 tickets) and on the need to find broomball players for the Milan-Saline Main Street Contest.
2. 2017 Work Plan Development—ED Tewsley stressed the importance of developing work plans within each committee. These plans will help with planning for both time (personnel needed for the plans) and finance (budgeting for the plans).

VISITOR COMMENTS: Edward Woollmann spoke, encouraging support for the GMACF Dinner on February 25.

ADJOURNMENT: Motion by Royal, seconded by Wilman to adjourn meeting at 6:24 PM. Motion carried unanimously.

Next regularly scheduled meeting is Tuesday February 21, 2017, at 5:30 PM.

Sal Calabrese, Vice-Chair

David W. Snyder, Secretary