

**MILFORD DOWNTOWN DEVELOPMENT
AUTHORITY REGULAR MEETING**

**MARCH 18, 2010
PAC**

Chairman Feigley called the meeting to order in the Milford Civic Center at 7:30 a.m.

PRESENT Vice-Chairman Dierkes; Boardmembers Armstrong, Heyn, Horsley, Kilpatrick, Lamb, Rivera, Weinbaum

ABSENT Boardmembers Nichols, Rusas, Tyler

ALSO PRESENT DDA Director Ann Barnette

APPROVAL OF MINUTES Regular Meeting February 18, 2010

Armstrong moved, Lamb seconded, to accept the minutes of the regular Downtown Development Authority meeting of February 18, 2010 as amended:

Page 1, "...position is being eliminated, and..." change to "...position is being **reduced** and..." Motion **CARRIED**

TREASURER'S REPORT

Armstrong moved, Dierkes seconded, to accept the treasurer's report as presented. Motion **CARRIED**

CALL TO THE PUBLIC

Garrett Steele, 2353 E. Commerce, Milford, was present to ask the Boardmembers about whether Milford would want to take part in a 3-hour presentation that would help business owners determine how best to run their business, determine the valuation of their business and make it more valuable. He explained that he is looking for an endorsement from the DDA before going to individual business owner's downtown. He said the cost of the presentation would be \$100.

The Boardmembers told Mr. Garrett that they would be unable to offer an endorsement without first attending a presentation. They suggested Mr. Garrett notify them of when and where the next presentation would be given and some of them would try to attend.

UNFINISHED BUSINESS Marketing

PR Update

The Boardmembers all agreed that Franco is doing a great job with marketing Milford. There are now 2,800 fans on Facebook. Director Barnette reported that Facebook fans were gained in December when a promotion to become a fan was listed and perhaps DDA should consider having another type of promotion twice a year.

Downtown Video Proposal

The Boardmembers felt the three video samples were not very good and moved too

slowly. Boardmember Dierkes said she did not think the video should last longer than 30-45 seconds otherwise people will begin to lose interest. Director Barnette said she believed between her and Boardmember Rivera, they could develop a video that would promote the Village and encourage people to visit.

Weinbaum moved, Niebauer seconded, to allow Director Barnette and Boardmember Rivera work on and design a video to promote downtown. Motion **CARRIED**

Business Database Report

Director Barnette reported that the new part-time assistant has begun to work on updating the database and will begin to work on the website and organize files. She said that Recording Secretary, Phyllis Motley, is currently on vacation but would be here for the next meeting.

Kroger Proposal

Director Barnette informed the Boardmembers that Planning Commission postponed action on both Special Use requests and the site plan pertaining to the fuel station. She explained that Planning Commission has requested a traffic study to be completed as well as an environmental review process to be developed.

Motley Lights

Joe Strauss was present and informed the Boardmembers that once all the funds that have been promised are collected the project will be fully funded with the match from DDA. He reported that Richard Harrison donated \$1,250, and the profit from the event held at Hector & Jimmy's to raise funds was \$1,750.

Director Barnette said she would like to have the product out to bid by 4/1/10, with construction to begin 5/1/10, and be completed by the end of June 2010.

Boardmember Weinbaum stated his concern for the functionality of the Halyard System.

The Boardmembers discussed the proposed Halyard System that would raise banners for various events downtown or when necessary. They also discussed contributing \$5,000 to DPS to purchase a used Scissor Lift that would allow DPS to raise banners and also change out light bulbs as necessary as well as being able to use the equipment for other Village necessities.

Director Barnette suggested they move forward with the bid process for the Halyard System to keep things moving.

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TRW, Gas Station

There was nothing to report.

NEW BUSINESS

2010/11 Budget

Community Events

Director Barnette reviewed the current DDA budget proposed for 2010/11.

The Boardmembers discussed the decrease of “in-kind” donations offered by the DPS and Police Department for various community events to \$500.00.

Armstrong moved, seconded, to approve the proposed budget as presented. Motion
CARRIED

521 Oak: BEA, Security, Insurance & Mechanicals

Director Barnette reported that the property needs to be secured with a fence and that the mechanicals are going to be donated to the Historical Society for use at the Mary Jackson house.

Director's Report

There was nothing to report.

UPCOMING EVENTS

April 29th is “Ladies Night Out “.

BOARDMEMBER COMMENTS

Boardmember Kilpatrick reminded everyone of the next “Coffee Connection” taking place tomorrow at Birkman & Shapiro between 8:00-9:00 a.m. She said the last one was well attended.

Boardmember Weinbaum reported that he was contacted and asked if Prospect Hill could be used for a scene to be filmed for an HBO series.

Boardmember Lamb reported that she has ordered bulbs for downtown and has doubled the amount of annuals for the tree beds.

Boardmember Horsley reported that the Clothing Cove has started an on-line shopping service.

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Boardmember Heyn expressed his concern to keep the Motley Light Project moving and getting it done.

Armstrong moved, Kilpatrick seconded, to adjourn the meeting at 9:20 a.m. Motion
CARRIED

Nancy Scott, CMC
Milford Village Deputy Clerk