

MELROSE TOWNSHIP DDA MINUTES
Regular Meeting of November 5, 2019
At Melrose Township Hall

I. CALL TO ORDER & ROLL CALL

Chair Broc Johnson called the meeting to order at 7:00 PM.

Members present: Broc Johnson, Vern Goodwin, Jonathon Borisch, Steve Whittaker, Judy Goldsmith, Dave Rentschler, and Mike Strobel.

Members absent: Katy Ross and Phil Whittaker.

Also present: Recording Secretary Tom Mackie

II. APPROVAL OF MINUTES:

Dave Rentschler motioned, Mike Strobel seconded, to approve the minutes of August 6, 2019 as presented. All ayes, motion carried.

III. FINANCIAL REPORT:

Tom reviewed the financial statements.

IV. UNFINISHED BUSINESS:

- a. Township Purchase of Circle Park:** Vern reported no new activity since our last discussion in August.
- b. US131 Mettler Property Update:** Vern stated the township now has clear title to the property and the Township Board is discussing next steps.
- c. Sidewalk Extension from Church to US131:** Vern reported no communication with Aaron Nordman yet. We need a cost estimate.
- d. History Walk in Circle Park:** Broc is working with a new contractor on sign language. Robin Berry suggested Freshwater Galleries.
- e. 17 Meter Monument Sign Maintenance:** Mike suggested shrink-wrapping the sign until spring. He has discussed repair ideas with Irving Burns, who suggested a new chemical treatment. More research is necessary.

V. **NEW BUSINESS:**

- a. **Village Development Plans:** Jonathon reported the Redwood Building and three vacant lots across M-75 from the hotel have been sold. The new owner has expressed interest in a multi-use project similar to earlier proposals.
- b. **Order Vehicle Speed Study for the Village:** Vern reported the state's practice of only repeating a speed study every ten years means this can't happen now. A pending sale and redevelopment of the bar and skating rink may allow 'traffic stacking' improvements for M-75 traffic turning south on US131. Additional improvements on US131 may take place during the next major highway project. This could include traffic sensors that would adjust timing of new traffic lights.
- c. **Community Events Discussion:** Broc noted Celebrate Walloon is scheduled for July 25th, while the Car Show and Walloon Woodies is August 1st. Steve suggested we consider combing the events.

Katy reported the Merchants are discussing new ideas such as a juried antiques event. They don't want to just have flea-market style events, so this would probably require legitimate antique dealers to be successful. Dave suggested they look at combing something like this with other activities. Jon noted too large an event could create parking issues. The car and Boat show currently have difficulty with this, even though employees utilize the church and park lots for their parking. He then suggested an antiques event may go well with Celebrate Walloon but adding the Car and Boat Show would be too much.

- d. **US131 Corridor Update:** Robin Berry reported the US131 Corridor Website has received 2,065 page-visits between September 18 and October 15th. The committee is exploring funding options including grants and county funding to support their marketing efforts.
- e. **Village Lighting Proposal:** Laura Kowalke noted overall holiday lighting costs have gone up and asked if the DDA would once again consider contributing \$1,500. Additionally, Firman is quoting an upper-end price of \$2,100 for installation and lighting a Christmas Tree. Approximately 375-400 people attended last year's event. Dean Hicks noted the lighting cost increased from \$1,698 to \$2,093 due to a higher charge for garland. The Lighting Festival is scheduled for the Wednesday before Thanksgiving.
- f. **Ice Skating Rink Discussion:** Jon indicated the historic cost of maintaining an ice-skating rink in Circle Park has been between \$15,000 and \$20,000 and asked if the DDA would be willing to support this amenity. Several DDA members expressed concerns over cost. Dean believes it creates an important atmosphere in the village and helps with the overall impression.
- g. **Budget Discussion:** The following comments were offered concerning the DDA's proposal to the Township Board for next year's budget:
 - Promotions- Brochures, Maps, Banners- Consensus to request up to \$2,000 in support of the US131 Corridor Group.

Approved

- Capital Project for Park Bathhouse renovations- Cost for the entire project is estimated at \$40,000 to \$50,000, with some bids already received. Would like to see the project started in the Spring and be completed by Memorial Day. Grants are possible, but would the DDA consider supporting a share of the cost? All members support the idea but the DDA's contribution depends on available funds. Consensus is to budget up to \$40,000 towards the project.
- As a new project for the DDA, **Dave motioned to allocate \$2,100 for installing a Christmas Tree. Motion approved, with 2 members voting against.** Holiday Lighting would include \$2,100 for the Christmas Tree, \$1,500 for the lighting ceremony, and \$2,093 for lighting.
- Non-Capital Projects- \$3,000
- Promotions for Shows and Events- \$10,000

VI. **DDA COMMENTS:** None

VII. **CITIZEN COMMENTS:** None

VIII. **NEXT MEETING:** Tentatively Tuesday April 21, 2020 at 7:00 PM.

IX. **ADJOURNMENT:** The meeting was adjourned at 8:45 PM.

Prepared by:

Approved by:

Tom Mackie, Recording Secretary

Judy Goldsmith, Secretary