

MELROSE TOWNSHIP DDA MINUTES
Regular Meeting of November 4, 2020
At Melrose Township Hall

INFORMATIONAL MEETING:

Broc opened the Informational portion of the meeting, noting the meeting notice was provided to all taxing jurisdictions as well as the township's web site and bulletin board in accordance with Public Act 57 of 2018. No representatives of the various taxing jurisdictions were in attendance. Broc noted the presentation normally provided during the informational portion of this meeting will be addressed under other agenda items. This information is also available on the DDA page of the township's web site. No public comment was offered so Broc closed the informational portion of the meeting at 6:04 PM.

I. CALL TO ORDER & ROLL CALL

Chair Broc Johnson called the regular meeting to order at 6:04 PM.

Members present: Broc Johnson, Vern Goodwin, Steve Whittaker, Judy Goldsmith, Phil Whittaker, Dave Rentschler, Mike Strobel, and Katy Ross.

Members absent: Jonathon Borisch.

Also present: Recording Secretary Tom Mackie

II. GUEST

Dianna Stampfler of Promote Michigan provided a "Hemingway Homecoming 2021" project update. A committee meeting is scheduled for next Wednesday, November 11th at 7:00 PM at the Township Hall for any DDA member available to attend. See the attached "Hemingway Homecoming 2021" Project Update report for items discussed.

III. APPROVAL OF MINUTES:

Dave Rentschler motioned, Phil Whittaker seconded, to approve the minutes of August 27, 2020 as presented. All ayes, motion carried.

IV. FINANCIAL REPORT:

Tom reviewed the financial statements as presented in an income statement and balance sheet.

V. UNFINISHED BUSINESS:

- a. Circle Park Purchase Update:** Vern reported the Township hosted a Public Hearing on October 20th as part of the grant application process. A letter of support from the DDA will be required by February when the application is submitted. This is expected to be a 2-year process and the property to be acquired by the township does not include riparian rights.

- b. **Park Bathhouse Project Update:** Broc reported good progress being made. The facility should be open by Memorial Day.
- c. **Park-Parking Lot Update:** Fall activities concluded today with grading and a top stone planned for next April. The project includes improvements to stormwater drainage and will provide 2 ½ times the currently available parking when complete.
- d. **17 Meter Monument Sign Maintenance:** Mike recommended a vinyl / rubber roof next spring. Until then he can shrink-wrap it for the winter.
- e. **Merchants Association Update:** Katy reported no recent meetings. They have made a down-payment toward their website development project.

VI. **NEW BUSINESS:**

- a. **Village Development Plans:** Broc read a report from Jonathon proving a status on planned development of a mixed-use facility on M-75 across from the hotel.
- b. **Community Events Discussion:** Discussed Covid-compliant plans for this year's holiday events that will include a Christmas Tree and Steel Drum Band.
- c. **Christmas Decorations:** Dean Hicks presented a quote from Firman Irrigation offering either our standard installation with live garland or, for an initial extra investment, artificial garland with a reduced future cost. Following discussion, **Dave Rentschler motioned to authorize \$4,567 for a lighting package with artificial garland and to authorize spending \$1,600 for the Steel Drum Band at this year's Tree Lighting Ceremony. The motion was seconded by Katy Ross. All ayes, motion carried.**

d. **Hemingway Homecoming 2021 – Additional Discussion**

Broc noted Dianna Stampfler's proposal included a website budget. Dave and Steve both spoke in favor of this proposal. **Broc Johnson motioned to authorize spending up to \$3,000 for website development. Motion seconded by Mike Strobel. All ayes, motion carried.** We discussed several URL ideas with general support for words like Discover, Explore, and Walloon in the title.

Based on a further recommendation from Dianna, **Phil Whittaker motioned to authorize spending \$270 on a membership fee to the West Michigan Tourist Association (WMTA). Motion seconded by Dave Rentschler. All ayes, motion carried.**

e. **Budget Discussion for 2021**

Following a review of all accounts the following items were offered as the DDA Committee's recommendation to the Township Board for the 2021 budget:

- US131 Marketing Campaign - \$2,500
- Web site creation and maintenance - \$2,500
- Car / Boat show Expenses - \$10,000
- Promote Michigan Event Planner - \$5,000

- Steel Drum Band - \$1,600
- Park Bath House Renovation Project - \$40,000
- Walkable Museum Project - \$31,000
- Park Parking Lot Project - \$22,000
- Principal Portion of Debt Service - \$35,000

VII. DDA COMMENTS:

Steve suggested next year's Car / Boat show can take place as planned as long as Covid is not still an issue.

Broc noted the next US131 Corridor meeting will be here on November 11th at 10:00 AM for anyone able to attend.

Broc provided a proposal from Discovery Maps. Katy questioned their value for the DDA. Steve noted our existing brochures seem to go over well.

VIII. CITIZEN COMMENTS: None

IX. NEXT MEETING: Tentatively the third week of April, 2021

X. ADJOURNMENT: The meeting was adjourned at 7:45 PM.

Prepared by:

Approved by:

Tom Mackie, Recording Secretary

Judy Goldsmith, Secretary

HEMINGWAY HOMECOMING 2021

Project Updates:

- First committee meeting was held in October, with the next one being November 11.
- A fundraiser dinner is being planned for Talcott Center on Friday, September 3 with an auction benefitting the Michigan Hemingway Society. The initial idea is to replicate the wedding reception between Ernest Hemingway & Hadley Richardson, which took place on September 3, 1921 in Horton Bay.
- The public unveiling of the bronze sculpture will take place late morning or early afternoon on Saturday, September 4. Contact has been made with the artist, George Lundeen, with an invitation extended for him to be a guest of the village that weekend.
- The other historical art installations will take place in the weeks and/or days leading up to Labor Day weekend. Verbiage will be reviewed before the end of the year for these signs, including the addition of a QR code which will link to the new website with more information.
- The webmaster is ready to begin working on the development as soon as the proposal is approved. We should be able to get most of this up and running by January 2021.
- Brian "Koz" Kozminski has offered to coordinate a series of fly fishing demos, as well as work with Hotel Walloon on themed packages for guests.
- David Beier has expressed an interest in offering historic boat tours on selection Monday mornings around Walloon Lake.
- WCMU is looking at the feasibility of hosting a screening of the Ken Burns Hemingway documentary in March or April 2021. They are also thinking of releasing a documentary created a few years ago with the Michigan Hemingway Society and Clarke Historical Library at Central Michigan University, or maybe even creating new content. We will keep in touch and assist in any way possible.
- An email was sent to Jim Fleming of Fleming Artists to inquire about hosting Jeff Daniels for a concert over Labor Day Weekend 2021 (as Jeff is the voice of Hemingway in the Ken Burns documentary, is also from Michigan and went to CMU – where the Hemingway archives are located).
- The Crooked Tree District Library and Friends of the Library have expressed an interest in hosting programming in 2021 and will join in the November 11 committee meeting.
- Papa's Pilar Rum company was recently acquired by a West Michigan based group and contact has been made to meet with them later this month to see how we may be able to partner with them in 2021.
- Michigan History Magazine has accepted a query for an article about the Hemingway wedding in Horton Bay in 1921. Photos are being acquired from the Michigan Hemingway Society and other information is being obtained from various books.
- Continue to look at the speaker series (with various groups, authors, etc., related to Walloon Lake, Hemingway and northern Michigan) as well a film series (movies about Hemingway or based on his works).
- Researching the various cars in Hemingway's life – as possible tie in for the Woodies on Walloon boat / car show in summer 2021.