

MELROSE TOWNSHIP DDA MINUTES
Regular Meeting of June 23, 2021
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 7:02 PM

I. CALL TO ORDER & ROLL CALL

Chair Broc Johnson called the regular meeting to order at 7:02 PM.

Members present: Broc Johnson, Vern Goodwin, Steve Whittaker, Phil Whittaker, and Jonathon Borisch.

Members absent: Judy Goldsmith, Dave Rentschler, Mike Strobel.

Also present: Recording Secretary Tom Mackie

II. GUEST:

Dianna Stampfler provided a framed certificate from the State of Michigan proclaiming April 17, 2021 as Ernest Hemingway Day in Michigan. She then provided an update on activities promoting Hemingway Homecoming. Specific items discussed include:

- Blessing of the Boats on June 26.
- Hemingway birthday events on July 21 will begin about 5:30
- Tickets for the Labor Day Wedding Reception Centennial are on sale. DDA members can help advertise by getting the word out.
- Still need to research the validity of a bell that may be from the Horton Bay Methodist Church. Vern will contact Ernie Fitzpatrick.
- Art and historic unveilings on Saturday of Labor Day weekend, including historic signage, sculpture placement, and Hemingway Through the Years program.
- Media and public outreach efforts including a PBS documentary, radio and TV news clips, and various magazine articles.

III. APPROVAL OF MINUTES:

Vern Goodwin motioned, Steve Whittaker seconded, to approve the minutes of April 28, 2021, 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. **Township Purchase of Circle Park:** Vern reported the state received about 54 applications for grant funding last year and approved about 34. This year only 31 applications were submitted. This suggests our application stands a good chance of being approved.
- b. **Park Bathhouse Project Update:** Broc reported the floor and paint work are completed, and the plumbers start tomorrow. Petition and door installation will begin soon.
- c. **Park-Parking Lot Update:** Broc reported this project is now complete. Two new culverts and a stone have been installed. This has doubled the number of parking spots available in the park.
- d. **17 Meter Monument Sign Maintenance:** No new information is available. Broc will contact Mike but suggested we may have to consider other options.
- e. **Merchants Association Update:** Phil contacted Kristy Tyler of Tulips. She seems very interested in the Association and will work on ideas. Katy Ross would like to continue on the Association and concentrate on winter events. Broc reiterated the DDA is willing to help but the Association must get started first.
- f. **Walkable Museum Signs:** Broc reported the forms are complete and, hopefully, the Plaques will be ready in a couple weeks.

VI. **NEW BUSINESS:**

- a. **Village Development Plans:** Jonathon noted the new building is under construction and a permit application for moving the parking lot has been submitted to the DNR. The status of plans for new apartments/condos east of this area is still unknown.
- b. **Community Events Discussion:** Jonathon indicated the car and boat show will go forward. Steve noted 12 to 13 cars will be featured at the show. Broc suggested we should always be considering new ideas for events.
- c. **Wedding re-enactment ticket sales:** Following up on Dianna's earlier comments, Broc noted 25 tables are available for this event and 4 ½ have been sold so far. Broc will write a paragraph DDA members can use to promote this event.
- d. **Promote Michigan Agreement:** Broc noted our current agreement with Dianna Stampfler expires with the conclusion of our Hemingway events. She has submitted a Marketing Update proposal for continued services to the DDA at a rate of \$500 per month. This proposal is included in DDA Member information packets. Vern suggested Dianna's efforts have been a great value so far and would be covered by our present budget. All members expressed agreement. **Broc motioned, 2nd by Vern, to renew an annual contract with Dianna Stampfler of Promote Michigan at a cost of \$500 per month. All ayes, motion carried.**

VII. DDA MEMBER COMMENTS:

Steve reported on recent construction progress at the former Junction Inn. We then held a general discussion on what businesses should be specifically identified on our new website (www.walloonlakemi.com). A distinction was made between businesses physically located in the district and those located outside (including those that may provide some services within the district). Businesses within the district should be listed and promoted while others may be identified as amenities on the "Links" page if they offer support products or services that draw people to the district. This policy will fulfill our mission to support and promote the district while only spending DDA funds within the district.

VIII. CITIZEN COMMENTS: Emily (Hotel Walloon General Manager) asked about the process for requesting funding approval for future events. Broc suggested anyone looking for DDA support should submit a written proposal to the DDA.

IX. NEXT MEETING: Wednesday, August 25th at 7:00 PM

X. ADJOURNMENT: The meeting was adjourned at 8:25 PM.

Prepared by:

Approved by:

Tom Mackie, Recording Secretary

Broc Johnson, Chair