

Business Development Committee Meeting
MINUTES –January 24, 2008

Time: 12:00 p.m.

Location: 2nd Floor Conference Room City Hall



Present: Stephanie Schlittler -Chair, Pat Convery, Jackie Mullaney, Mary Heikkinen, Al Patterson, and Kevin Brady Mindy Arnold, MSM. Absent: Charlotte Swann, Jane Cartwright, Vicki Hartman, and Norb Boes.

1. Call to Order: S. Schlittler called the meeting to order at 12:10 pm.

2. Approval of Meeting Minutes

Motion by S. Schlittler to approve Business Development Committee Meeting Minutes from December 20, 2007; Motion seconded by P. Convery; Carried.

3. Howell Happenings Live. The date for the winter HHL will be Feb. 27th and will be located at Cleary's. Hot Topics were discussed and the following will be reviewed for the agenda

- State of the Downtown Report (Mayor)
- Updates in Sign Incentive Program
- Winter Blah Campaign
- Opera House News and Events
 - Acoustic Café, Got Art?,
- Classic Film Series
- New Businesses
 - Safe Start Driving Academy, C& J Accounting, Rocket Subs, V. Chamberlin
- The Ice Rink is still in limbo due to the recent County Resolution.
The final agenda to be set at the February 21st meeting.

4. Retail Development Strategy Business - Recruitment. There have been meeting set for 1/25/08 with Boomerang Studios in regards to a DVD being produced for the brochure. Other quotes will be sought. A set of team recommendations was compiled from the committee (C. Swann, P. Convery, K. Brady, S. Schlittler). S. Schlittler will be speaking to the other 3 committees and finding volunteers to join and be properly trained on recruitment. A complete list will be presented at 2-21-08 meeting. As for the Recruitment brochure, a means of including the DVD as well as a count for reprint will be presented asap. K. Brady is on board with a Realtors Round Table and potential Open House of the Downtown and he will let us know what he needs to get the ball rolling. We are aiming for a spring Round Table.

5. Available Building Signage. J. Mullaney and M. Arnold brought samples to the meeting as well as costs for cohesive signage in our vacant buildings. We have decided on vinyl with full-color. An estimate of 12 signs was recommended (6) 2x3 and (6) 3x4 all horizontal. As of 1-24-08 the estimate of \$8.25 / sq. ft. A quote for design and product is being formulated and will be taken to the MS/DDA Board Meeting Feb 27th for a budget adjustment. Options for back drop and a cut-out “take a peek” will be investigated too.

6. Howell Business Assistance Team (H.B.A.T.). The dates we are aiming for are February 19, 22 or 28th. The team is welcoming Kate Roberts and are ready to roll.

7. Property Profile and Business Update. 114 and 116 State Street are now available and Howell Travel has moved into the former Designing Women.

8. Work Plan Development. The Work Plan of 08-09 was reviewed and the consensus was that we continue our projects from the previous year and add items to the recruitment project. The Ice Rink will remain on there, but is subject to change. A recommended draft will be presented at the next meeting.

9. Other Business.

Ice Rink. On January 23, 2008 the Livingston County Board of Commissioners announced and voted a Resolution to lease the courthouse lawn as is. We discussed a Driving force as compared to reactionary and are going to be in contact with S. Manor and N. Boes to see if they are still willing to give the presentation to the County next week and at the next HHL. More to come

Wally. Organizers of the Wally meet last week. The committee was told to be sure to have all the areas covered before bringing it to the County and apply for any federal funding. The organizers are looking to conduct a feasibility study in the near future.

Volunteer Hours. -- hours, plus meetings. N. Boes 10, S. Schlittler 11, P. Convery 6.

9. Motion by K. Brady to adjourn at 1:48 p.m., 2nd by J. Mullaney, Motion Carried.

Next Business Development Committee Meeting: 2/21/08, Noon, 2nd Floor Conf. Room, City Hall.