

Business Development Committee Meeting
MINUTES –February 21, 2008

Time: 12:00 p.m.

Location: 2nd Floor Conference Room City Hall



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

1. Call to Order: M. Arnold called the meeting to order at 12:10 pm.

2. Approval of Meeting Minutes

Motion by P. Convery to approve Business Development Committee Meeting Minutes from January 24, 2008; Motion seconded by K. Brady Carried.

3. Retail Development Strategy Business Recruitment: Stuart MacDonald from Boomerang Studios made a presentation to the committee and presented a proposal for development of a business recruitment DVD that could also serve as a promotional/marketing tool. The committee was able to ask questions. Mr. MacDonald talked about an online promotions video as well as online merchant videos. Mr. MacDonald also suggested using video on You Tube and/or MySpace. Once Mr. MacDonald left, the committee discussed having HUBTV do a presentation to the committee and present a proposal for DVD production as well. M. Arnold will contact Brent Earl and invite him to present at our next meeting. In addition, P. Convery asked about the video that was done as part of the Howell's Michigan Main Street Program grant application in 2005. M. Arnold informed the committee that she has inquired several times about the video but no one seems to know where a copy exists. M. Arnold will see if Brent Earl or Lindsay Root has a copy that we can burn. If M. Arnold is able to get a copy, she will try to show it at the next meeting.

Once the State of the Downtown report is released at Howell Happenings Live, the committee will start updating the Business Recruitment Brochure with our most recent market data.

K. Brady is going to Chair the Realtors Roundtable this spring. A date will be set once our business recruitment package has been updated and completed.

4. Howell Happenings Live. The date for the winter HHL will be Feb. 27th and will be located at Cleary's. The committee reviewed the agenda which included: welcome to new businesses and property owners, release of the 2007 State of the Downtown report by Mayor Moen., Howell Main Street and DDA incentive programs: Facade and Sign, upcoming events and promotions,

and the sharing of good news. K. Brady and M. Heikkinen volunteered to make reminder phone calls to business owners.

5. Available Building Signage. Three quotes were presented at the meeting for this project. Currently, no funds are budgeted to complete this project during this fiscal year. The committee would like to complete this project by June 30, 2007 and will be asking the Howell Main Street and DDA Board to consider a budget adjustment for this project at their February 27th meeting. If the budget adjustment is approved, by the MS/DDA Board and City Council, M. Arnold will bring sign designs to the next meeting for the committee to review.

6. Annual Business Retention Survey: The committee reviewed the draft 2007 State of the Downtown report. No revisions were made. Staff will be printing copies and mailing them to all business owners within the DDA District once the report is released by Mayor Moen at Howell Happenings Live. In addition, a news release will be sent out to the media.

7. Work Plan Development. The Work Plan for 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 committee removed the ice rink feasibility study. The committee had no other revisions to be plan. S. Schlittler and M. Arnold will bring a final draft to the committee with start and end dates for projects to the next meeting for review.

8. Howell Business Assistance Team (H.B.A.T.). Our second tour of H.B.A.T. will take place on February 28th and staff has mailed program materials to all business owners within the DDA District. To date, two applications have been received.

9. Property Profile and Business Update. No property profiles have been completed since the last meeting. The 110 E. Grand River building is for sale, formerly Advantage Civil Engineering. A volunteer is needed to contact this property owner and see if they are interested in completing a profile and be listed on the website. A new breakfast/lunch diner plans to open this spring at 208 W. Grand River Ave., formerly Olga's Diner. Also, Sandbaggers a new pizza place plans to open soon by the Howell Bowl-E-Dome.

10. Other Business: P. Convery gave a brief update on the Wally. Volunteer hours were reported as follows: P. Convery 10, and C. Swann 4. M. Heikkinen informed the committee that the Acoustic café has been very successful and the program will be extended for two weeks. M. Heikkinen also informed the committee about the upcoming Got Art? Exhibit at the Opera House in March showcasing student art from the Brighton and Howell Public Schools. M. Arnold informed the committee that we are still in negotiations with the Howell Jaycees in regards to a transfer agreement for the festival. The date of the festival is set for August 15-17, 2008 to coordinate with the Melon Run. The Melon Festival Executive Committee has met a couple times to talk about the organization and planning of the festival.

11. Motion by K. Brady to adjourn at 1:35 p.m., Supported by M. Heikkinen, Motion Carried.

Next Business Development Committee Meeting: March 20, 2008, 3rd Floor Conf. Room, City Hall.

