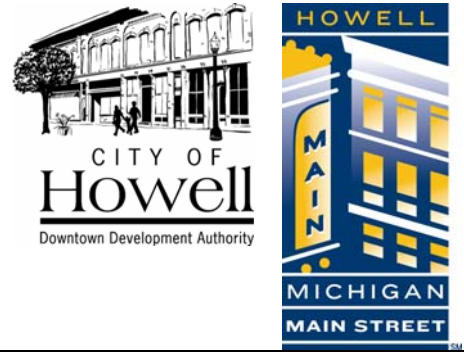


Business Development Committee Meeting
MINUTES –May 15, 2008

Time: 12:00 p.m.

Location: 2nd Floor Conference Room of City Hall



Present: Stephanie Schlittler -Chair, Mary Heikkinen, Al Patterson, Kevin Brady, and Mindy Arnold (Main Street Manager)

Absent: Vicki Hartman, Charlotte Swann, Jane Cartwright, Pat Convery, Norb Boes, and Nathan Voght, DDA Director.

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

2. Approval of Meeting Minutes

Motion by K. Brady to approve Business Development Committee Meeting Minutes from April 24, 2008; Motion seconded by M. Heikkinen; Carried.

3. Howell Happenings Live. May 21, 2008 will be the Spring HHL and the location is at the Howell Theater. The agenda details were worked out and S. Schlittler will be calling all the new business and property owners to confirm. S. Schlittler will also be taking pictures of all the storefronts to add to the slide show. The “sneak peak” of the recruitment DVD will be presented at that time. Refreshments will be ordered from Uptown Coffeehouse or Dunkin Donuts. Shea Charles, City Manager, will be on hand for a D-19 construction update. All of the contact people from the LAC, library, chamber and the Rec. Authority have been contacted to present updates. M. Arnold sent invites to all property owners and business owners in the DDA District on May 14, 2008.

4. Retail Development Strategy Business – Recruitment. The DVD is in production phase. Two weeks ago M. Arnold, S. Schlittler and N. Voght met with HUBTV and discussed highlights and structure. The DVD sneak peak will be ready for HHL on May 21st. We are anticipating the DVD will be done and copies made by July 1, 2008. The updates of the recruitment brochure are in the works by N. Voght. K. Brady expressed the ease of a round table and would like to wait until the brochure is done to move forward. The committee agreed.

5. Available Building Signs. The first phase of signage is up. We had the windows washed (exterior) by a company and are in the midst of contacting the owners to keep up the service. There has been very positive feedback from downtown merchants and property owners. Staff and committee members are working on contacting property owners to get the last two signs installed.

6. Property Profile and Business Update. The committee reviewed the downtown business update. The committee will review a list of needed property profiles at their next meeting.

7. Other Business.

Wally. S. Schlittler updated the committee that there is 30 days left in the feasibility study and the results will be released at the next Business Development Committee Meeting.

HBAT. The follow up survey was mailed today and the second group is getting a schedule for an June visit.

Michigan Main Street Quarterly Forum. M. Arnold talked to the committee about an opportunity to go to Scottville, MI for a quarterly training that is focused on Business Recruitment. The flyer was handed out and an email reminder will be sent. M. Arnold who will be attending the forum.

FYI. M. Heikkinen informed the committee that next Tuesday Fox 2 will be in town taking pictures of Howell for a program about Balloonfest. M. Arnold and N. Voght will be contacted.

Volunteer Hours. -- hours, plus meetings. S. Schlittler 15.

8. Motion by M. Heikkinen to adjourn at 12:35 p.m., 2nd by K. Brady, Motion Carried.

Next Business Development Committee Meeting: 6/19/08, Noon, 2nd Floor Conf. Room, City Hall.