

Business Development Committee Meeting
MINUTES –October 16 , 2008

Time: 12:00 p.m.
Location: Basement City Hall



Present: Stephanie Schlittler -Chair, Jane Cartwright, Charlotte Swann, Vicki Hartman, Pat Convery, Nathan Voght (DDA Director), Karen Williams (Main Street Coordinator) Absent: Kevin Brady, Norb Boes, Mary Heikkinen, Al Patterson.

1. Call to Order: S. Schlittler called the meeting to order at 12:14 pm.

2. Approval of Meeting Minutes

Motion by V.Hartman to approve Business Development Committee Meeting Minutes from September 18, 2008; Motion seconded by C.Swann; Carried.

3. Howell Happenings Live. Was held 10-15-08 at 8am at Cleary's 32 people in attendance. Overall rating was GOOD and there were many new businesses introduced. Not all the owners were present. We discussed the winter HHL being February 18, 2009 but will discuss the date at the Dec/Jan meetings. C. Swann suggested that we do a "snippit" or preview on our website and bring in the more techie owners and get interest. K. Williams noted that she is introducing herself to the owners and is going to personally invite them to the next HHL. Thanks! S. Schlittler said that she would send D. Down from Down Home Interiors a note asking her to help with the marketing strategy with the promotions group. Also S. Schlittler sent thank you notes to the resource partners and new business owners that were present.

4. Retail Development Strategy Business – Recruitment. The DVD is DONE...with some minor revisions. We are putting our focus on the brochure and at the next meeting having all corrections ready. The Business Recruitment Team is meeting the 21st of October for meeting # 3.

5. Available Building Signs. Signs are great and no change needed currently.

6. Property Profile and Business Update. Mary Ellen is moving Aria into the Kosins Glass building and Val is moving over to the Budget tire store. The winery is expanding to the basement for a conference room and Purse has expanded back with talk of closing her Frankenmuth store due to the success of this one. Also, Purse has bought the Chocolate franchise from M.E. Aria.

7. Press Release Information. The Buzz group of M. Heikkinen, P. Convery and K. Williams has not formed yet and N. Voght is getting the sheet with the contacts ready. V. Hartman noted

that the organizational committee has been working on this for some time! S. Schlittler will contact Sandy V and find out more info.

8. Business Retention Survey. The Surveys are out via mail and email. K. Willimas has gotten 10-12 back so far. N. Voght noted he will be paying visits to some key businesses that have not submitted surveys in the past few years for their input.

7. Other Business.

Wally. NO News at this time.

Volunteer Hours. – (hours, plus meetings) S. Schlittler 15, P.Convery 3, C. Swann 2

Main Street Visit is October 22nd. A time of 12:30pm to 1:00pm is set for the Business Recruitment Committee to meet with the Michigan Main Street Committee. A reminder will be sent out as well.

8. Motion by p. Convery at 12:45 PM, 2nd by V. Hartman, Motion Carried.

Next Business Development Committee Meeting: Thursday November 20, 2008.