

Business Development Committee Meeting
MINUTES –March 20, 2008

Time: 12:00 p.m.

Location: City Council Chambers City Hall



Present: Stephanie Schlittler -Chair, Mary Heikkinen, Al Patterson, Sue Hamilton, Kevin Brady, Norb Boes, Nathan Voght (DDA Director), Mindy Arnold (Main Street Manager) and guest Brent Earl. Absent: Charlotte Swann, Pat Convery, and Vicki Hartman.

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

2. Approval of Meeting Minutes

Motion by M. Heikkinen to approve Business Development Committee Meeting Minutes from February 21, 2008; Motion seconded by K. Brady; Carried.

3. Retail Development Strategy Business - Recruitment. The Video that was produced as part of the application for Howell to become a Cool City Michigan Main Street Community was reviewed as a demo of what we would like to see your recruitment DVD resemble. Brent Earl from HUB TV was present and gave a presentation as to what a DVD should include. He spoke in regards to the company that he is part of and how they are local and focus on three areas to catch people's attention. First HUB TV focuses on being positive, second being local information and third being a systematic production that can be used as a multi-media tool. The committee provided Mr. Earl with some ground work on what we are looking for in a recruitment DVD and as a promotional tool. Mr. Earl will be sending a proposal to M. Arnold that will be reviewed by N. Voght, M. Arnold and S. Schlittler prior to the next meeting so that a script can be determined and production underway. The committee is aware that this project of developing a recruitment DVD as part of our recruitment package update is not budgeted during our current Fiscal Year. The committee may look at requesting a budget adjustment to move forward with this project before our current Fiscal Year ends, June 30th.

In addition, the storefront sign options for available properties in the downtown were discussed and the slogan "A Great Place for Your Business to Grow" was chosen. The committee would like to see the layout chosen in a vertical sign as well as a horizontal sign. The committee is going to recommend the chosen layout and ordering of 6 vertical signs and 6 horizontal signs to the DDA/Main Street board at their March meeting. Once approved by the DDA/Main Street board, staff will place the sign order and make any revisions required. The committee hopes to have the signs installed by mid-April.

Window washing as discussed and contacts will be made.

A Motion to approve and recommend the sign design and purchase of 12 window signs (6 horizontal and 6 vertical) for available storefronts to the Howell DDA/Main Street Board was made by S. Hamilton; 2nd by M. Heikkinen. Motion carried.

4. Howell Happenings Live. May 21, 2008 was set as the Spring HHL and the location will be set by the next meeting. Ideally we would like to have it at the Howell Theater to debut our new DVD if feasible. This will be discussed in more detail at the next meeting.

5. Howell Business Assistance Team (H.B.A.T.). One of the groups made their visit and submitted a list of ideas to help a local business form a web Page. On that visit were S. Schlittler and Kate Roberts of Got Web Solutions.

6. Property Profile and Business Update. Property Profiles were completed for 120 State Street, 122 State Street, and 122 W. Grand River Ave. Staff will be posting the information along with photos to the website. The committee reviewed and discussed the downtown business update for the month. A new business, My Little Peanut, plans to open in early April. My Little Peanut is a children's consignment store currently located in Brighton.

7. Work Plan Development. The revised Work Plan for FY 08-09 was presented by S. Schlittler and M. Arnold and changes were made for final approval. The only thing that was changed was the Start and End dates. More revisions may be needed once approved by the DDA/Main Street Board during the budget process, but the committee is comfortable with their proposed projects in their Work Plan for FY 08-09. The committee will revisit the Work Plan as needed.

8. Other Business. Wally: It has been decided that a feasibility study needs to be done for the proposed commuter rail and the area. The approximate cost is roughly \$150,000. Livingston County has gone in for \$15,000, the City of Howell is anticipated to give \$5,000 and the DDA of Howell is anticipated to give \$5,000 as well. A consultant has not been chosen yet. **Melon Festival:** N. Voght informed the committee that the Howell Main Street program will not be taking over the 2008 Melon Festival at this time.

Volunteer Hours. -- Hours, plus meetings. S. Hamilton 6, S. Schlittler 15, and M. Heikkinen 1.

9. Adjourn:

Motion by M. Heikkinen to adjourn at 12:55 p.m., 2nd by S. Hamilton, Motion Carried.

Next Business Development Committee Meeting: 4/17/08, Noon, 2nd Floor Conf. Room, City Hall.