

Minutes
City of Luna Pier
Downtown Development Authority
March 20, 2019

1. Call to order by: Noah Campbell, Chair at 6:34
2. Roll Call: Present: Mike Anstadt, Noah Campbell, Vicky Johnson, Bernie Russell, Mayor Jim Gardner, Mo Shalhout

Absent: Mike Briskey, Dave Davison Michael Lucarelli,

Guests Present: William Davis, Michelle Davis (Parks & Recreation)

3. Approval of Minutes of February 20, 2019 meeting based on motion by Vicky Johnson and second by Bernie Russell
4. Approval of Agenda based on motion by Bernie Russell and second by Vicky Johnson
5. Approval of the Treasurer's Report with unchanged balance of \$1,784.50 based on motion by Noah Campbell and second by Mike Anstadt
6. Public Hearing:

Michelle Davis as head of Parks & Recreation committee explained her vision for upgrading all public parks over next 5 years. Brief discussion of some park equipment funding and options supported by Noah who has experience in his professional role as a charter school superintendent.

7. Old Business:

- a. Noah lead a discussion of the mural planning, timing and fundraising effort. A sample of the metal panel/wood mounted method was brought to the meeting. There was general agreement that this method has some great advantages. As building owner, Mo Shalout, is not in favor of this method therefor it was set aside for now as this is her call. We now plan to proceed with the "paint on the building method". Mo agreed that she is willing to replace the wood portion of the peak roof surface to facilitate the paint on building and support a 15-year life span (or more) for the mural. Mo expressed her commitment to retain the mural after Bernie and Noah each expressed a desire to protect the DDA's investment in the mutually beneficial project. An 18x24" print of the final design from Jennie Burt was reviewed and approved by all present as the final design.

We have 3 pledges totaling \$1,500 which when added to \$1, 500 from the DDA treasury gives us enough funds to pay 50% of the cost which is what Jennie needs to proceed on the project.

The concept of using the large autographed and frameable prints as incentives to all donors who donate \$100 or more was agreed as a good fund raiser. A new panorama photo of the building that also shows some portion of the lighthouse and other background will be supplied to Jennie who we will ask to superimpose the mural onto for production of the incentive prints. Lyn Ulrich, a resident has agreed to provide 25 prints as her donation to the cause. This is a value of \$125. Additional prints will cost approximately \$5 each. As soon as we get the final prints from SLI, we will begin a personal face to face and social media campaign to raise the additional \$3,000 - 4,000 needed to complete the project.

Mo updated us on her plans to include the Parks & Recreation Committee along with the DDA in her plans for a wine tasting event scheduled for Friday May 24 at 6:00 pm at her new hair salon adjacent to the LP Market.

She expects that we can raise \$3,000 from the effort which she is willing to split between the DDA and Parks group assuming that we both/all contribute to the planning and support of the event. Michelle Davis raised a desire for clarification and Noah expressed the view that as Luna Pier residents we are all in this working together for worthy goals.

Our goal should be to have the mural completed by the date of this event if at all possible.

- b. Mayor Gardner reported that upgrades to the lighthouse will be managed by Jeff Meadows, council member and licensed contractor, serving as general contractor. By directly contracting out the individual components of the effort we can get maximum results from the \$210,000 funding available from the grant. Jim discussed the merits of a high-quality venue for hosting private events. This project timeline will not happen as quickly as expected.
- c. Mayor Gardner discussed Freedom Festival and need for volunteers. We all requested a list of volunteer jobs so we can elicit support from people who agreed to volunteer service to the community. Mike agreed to supply the list to mayor in an excel format.
- d. We discussed the live music planned 5 nights a week from May 11 – Sept 27 at the Luna Pier Beach Café. The concerns about how to balance the 10:00 pm (11:00 Saturday and Sunday) volume curfews with previous resident complaints was discussed. Mayor to report to DDA about steps to change noise ordinance and communicate with previous complainers to smooth the way for a successful season of business and entertainment.
- e. Jim Gardner showed the DDA members a Proclamation of Thanks to Chateau Louise which he has drafted. Bill Lucas provided a media contact at the Monroe News to Noah. Mike Anstadt agreed to meet with Chateau owners Nancy & Scarlet to discuss our desire to schedule an event to present the proclamation and elicit their participation in our event to thank them and have a news photo and story about the history, present and future business plans in an effort to bring even more people to Luna Pier and their restaurant

f. Discussion of Brochure and Pillar Projects was tabled due top time constraints.

8. Action needed:

- a. Mo to make a final decision on “paint on building” vs. “metal panels method”.
- b. Noah to contact Mural Winner get photo from Jim Gardner of LP Market with desired background. Mike and or Noah to coordinate the discussion and revision with Jennie. Mike to coordinate producing the prints. Noah and Mayor to coordinate the social media fund raising effort.
- c. Mike A to meet with Chateau Owners

9. Adjournment: A motion was made by Vicky Johnson and supported by Jim Gardner at 7:47 to adjourn. Motion carried.

Next meeting: Wednesday, April 17 2019 at 6:30 pm Water Tower Park

Respectfully Submitted by Mike Anstadt