

Minutes

City of Luna Pier

Downtown Development Authority

July 17, 2019

1. Call to order by: Noah Campbell, Chair at 6:30
2. Roll Call: Present: Noah Campbell Vicky Johnson, Mayor Jim Gardner,
Mike Anstadt, Michael Lucarelli, Dave Davison, Bernie Russell
Also Present: Matt Zook, Monroe County Travel & Tourism Exec Director
Danny Talwar, Owner of Pier Inn
Absent: Mo Shalout, Mike Briskey
3. Approval of Minutes of June 19, 2019 meeting based on motion by Dave Davison and second by Jim Gardner
4. Approval of Agenda based on a motion by Bernie Russell and a second by Vicky Johnson.
5. Approval of the Treasurer's Report: Report was conditionally approved based on spreadsheet attached to agenda which showed all money collected from mural donations as well as expenditures to date paid to Tiger Quill/Jennie Burt toward mural. There was a commitment by Vicky Johnson and Mike Anstadt to meet with Dee Parin, LP Treasurer to audit the spreadsheet and generate an official treasurers report for next meeting. The expectation is that we will have a balance in account that fully funds the mural upon completion with at least a \$250 balance in the account as a reserve.
6. Public Hearing:

Matt Zook spoke about his role as Executive Director of Travel & Tourism for Monroe County. He mentioned an article in Lake Erie Living that featured the Luna Pier Lighthouse. He also discussed a Monroe County Hotel Association that he is revitalizing which will also include the new owner of the Pier Inn, This group uses revenue from a "2% Bed Tax" on all rooms rented to promote tourism in Monroe County. He discussed the New Tourism publication he is publishing that will feature Luna Pier and the lighthouse as a meeting destination and venue.

Danny Talwar discussed his plans to continue the renovation of the hotel's 51 rooms and lobby in addition to the painting of the exterior and new lighting all around the exterior. He said that all signage will be new within the next two weeks and will retain the Pier Inn name.

Danny's discussion of the strip mall/ storefronts owned by Greg Sorter led to a discussion by Dave Davison about renewed efforts by Dale Zorn, Jason Shepard and himself as a DDA and LPBA member to facilitate meetings and real progress at obtaining an easement from MDOT for access driveway off of LP Road.

7. Old Business:
 - A. Noah Campbell discussed the progress on painting of the mural now that all building preparations are complete. We are behind our desired schedule but expect Jennie

to complete the project entirely in the month of August. Funding is now complete and DDA member support also complete with Michael Lucarelli's Donation of \$126. All autographed prints of the mural are delivered with Michael receiving the last copy. This was a very successful fund driving effort with the signed posters and the wine tasting. Now onto the next DDA project!

- B. Mayor Gardner again reported that upgrades to the lighthouse are still in planning and fundraising phase. He has a meeting with Paula Holtz of the Michigan Economic Development Corporation on August 1. She is bringing a group of Michigan representatives from Redevelopment Ready Communities and Michigan Mainstreet Program to our town for a presentation, tour and discussion of how they might be able to assist us with our economic development. (including the Lighthouse and other revenue generating projects).

Mayor Gardner also reported on the smaller but still successful Freedom Festival with discussions about dollars spent on fireworks, smaller 50/50 and parking revenues and increased vendor participation. The DDA is looking for a written report with specific details about the 2019 Freedom Festival along with a list of volunteer positions that need to be filled to and plans for making next year's Freedom Festival a growth opportunity.

- C. Jim Gardner reported that the fence was constructed by the trucking company for noise abatement.
- D. Jim also reported on some incidents and situations at the Luna Pier Beach Café (noise levels and garbage buildup) that have been corrected. He further reported that he would meet with Austin Lada about procedures for using a "Decibel Meter" to identify and control sound levels and neighborhood complaints. Michael Lucarelli as Liquor License and Property owner also agreed to monitor this situation.

E. Update by business owners:

- 1. Dave Davison reported that JD is awaiting final approvals from the Monroe Drain Commission. There is also a meeting of the LP Planning Commission on Tuesday to propose a special use variance for the property so that Jason can break ground for the medical marijuana project in early August.
- 8. New Business – Bernie Russell proposed a closer collaboration between DDA, LPBA, Parks & Rec committees. She will explore possibilities for us to meet and collaborate for the benefit of the community.
 - 9. Action needed: Vicky & Mike to work with Dee to get accurate treasurers report
Bernie to explore collaboration ideas
Vicky to work on a town Brochure plan
Mayor Gardner to provide a formal Freedom Festival report & volunteer list

Adjournment: at 7:52 by Noah Campbell based on motion by Dave Davison and second by Mike Anstadt.

Next meeting: Wednesday, August 21, 2019 at 6:30 pm Water Tower Park