



Kingsley Downtown Development Board Meeting

207 South Brownson Ave, Kingsley, MI 49649

12/7/2020 Minutes

Meeting called to order at 6:03 by DDA President / Chair Max Anderson

Roll Call: Allman_X, Anderson_X, Ascione_X, Ashmore_X, Bogart_AB, Burke_X_, McKellar_X, Sieffert_X, Smith X, Walton_X,

Motion by ALLMAN **seconded by** MCKELLAR **to accept the agenda as presented.**

Note: Will approve October's minutes at next meeting.

Reports from the Boards

1. Village Council – No Updates
2. Village PC – Discussion on signs. Suggested planning Commission add it to the next meeting.
3. Township Board -No Updates
4. Township PC -It was noted Carrie Armstrong is to be added as the next planning commission member.
5. Other - N/A

New Business

1. **Budget** - Statement shared with group. Copy of proposed budget sent out and will

need to be approved in March. McKellar shared balances in savings and checking and noted that there were funds from last year's budget that were never spend because of the COVID stall. Will bring polished budget in January to Village Council.

- a. **Motion by** SIEFFERT **seconded by** ASCIONE . All in favor. None opposed.
Motion carries.

2. **New Marketing News-**

- a. Facebook Kingsley DDA page following and likes continue to increase. No business coffee for the month of December, cancelled due to COVID restrictions.
- b. BOB FM Radio-Recorded 8 commercials plus the play offs. Feed back for 2021 was that the community enjoyed the commercials, and we are open to doing this again in the fall.
- c. Christmas card proposal- \$100.00 budget to send out Christmas cards to the DDA business owners. This will include 50-60 cards with hand delivered by Jenna using an aerial photo of Kingsley. Jenna will be sending out an approved message on the card.
- d. **Motion by** ALLMAN **seconded by** SIEFFERT. All in favor. None opposed.
Motion carries.

3. **CDBG Grant**-Brian Susa hired. More to come on this.

Old Business

1. Wayfinding- Give them a break could not deliver. Max is pursuing Pro Design to assist instead. It is noted the costs may increase but will still come in under budget.
2. Website- Jenna is working on identifying vendors and getting quotes for potential marketing companies for the new DDA Website. This has been held up due to COVID restrictions, but two Vendors identified and will set-up in person or Zoom meetings.
3. Christmas Tunnel of Lights-Drive thru tunnel of lights @ Civic Center next year? Does DDA have interest in committing? It was discussed that more information was needed before further discussion.

Communications-N/A

Financial Reports – N/A

Public Input- N/A

Other- N/A

Motion by SIEFFERT **seconded by** ALLMAN **to adjourn at 7:06 PM.**