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BOARD MEETING MINUTES

Tuesday, February 20, 2018 – Noon – Hudson's Classic Grill

1. Roll Call/Round Robin – 12:04 pm

2. Roll Call

a. PRESENT:

- Frank Stabile, Chairman (Superior Oasis)
- Jenn Wallner, Treasurer (GMWWP, CPAs, P.C.)
- Ashley Krook, Executive Secretary (Superior Oasis, Days Inn)
- Tina Henson (Tru North Federal Credit Union)
- Michael Morgan (First National Trust & Wealth Management)
- Todd Noordyk (Great Lakes Radio, Inc.)
- Alex Baysore, Guest (Great Lakes Radio, Inc.)
- Kelly Jandron, Guest (Range Bank)
- Ernie Johnson, Treasurer (Marquette Township Board)

b. ABSENT:

- Peggy Loy (Century 21)
- Scott Patrick (Carpet Specialists)

3. Consent Agenda

a. Approval of January 16, 2018 minutes

b. Treasurer's Report

- Bank Statement Balances
- Budget Report – Our budget for 2018 shows \$ 5,000 in dues and actual for 2018 shows \$ 900. There is a note at the bottom of the report that states that budgeted 2018 membership is \$ 5,000 and the actual 2018 membership through January 31st is \$ 3,200. \$ 2,700 of that money was collected in 2017 which is why it looks odd. In addition to this, we have received \$ 900 since January 31st which puts us \$ 900 away from hitting our budget.
- Invoices to be Paid
 - i. Ashley Krook: \$ 106
 - ii. Great Lakes Radio: \$100

c. Correspondence – Public notice from Marquette Township Board notifying their intent to conduct Master Planning. Ernie touched on this. Every five years the Master Plan must be updated. The planning is done by the Planning Commission and when they complete it, it will be presented to the Township Board and the Board will review it and either accept it or sent it back. Ernie thinks that we need to look at our water supply and how we're going to handle that because our set rate goes away in 2025. This is a big decision that will have to be made by 2019 because we're looking at a 5-year period to complete a construction project. A question was also raised about the effect the Dark Store Theory will have on the Master Planning. The Dark Store Theory decreases the amount of money the Township can take in. The Township Board is following this closely and looking at how this is going to affect us moving forward. The Board did put some upfront costs on Meijer on fire protection, storm water, and other things to offset the deficit. Those initial costs do go in the general fund and in to public works, the fire department, and etc. The Township is still waiting on the ruling by the Supreme Court on the Menards Case in Escanaba.

d. Motion made to approve consent agenda made by Michael Morgan. Todd Noordyk supported. Motion passes unanimously at 12:20 pm.

4. Regular Agenda

a. Motion made by Frank Stabile to approve regular agenda. Motion passes unanimously at 12:21 pm.

b. Membership

- 4 New and 44 total (New members – Zombons', Tadych's Super One, Alpha Omega Dental, Culver's)
- Potential New Business List for 2018
 - i. Meijer Store and C-Store (Meijer Gas Station), Fraco Concrete Products, Riverside Toyota and Honda Car Dealership, Subaru Car Dealership, Ashley Furniture, Beam and Barrell, UP Kubota, Cosmo Prof (Cosmetology Supply Store), Sally Hansen Beauty Supply, Gander Outdoors (opening in late February or early March), New Lash

Parlor in old Curran Coffee Shop,

- **Membership Drive** – Since our last meeting we've collect 9 businesses. The last two were Advanced Mobile Accessories and Wells Fargo. Prior to that we had Community Action Agency (formerly Amcab), Honor Credit Union, LaFayette Collision, Pepp Motors, Range Corporation. We also had two new members, Culver's and Alpha Omega Dental Center. Frank will follow up with UP Kubota (Sean McAdams, GM). Frank and Ashley will visit the new businesses to solicit membership and to set up first dollar presentations to generate publicity.

5. New Business

- a. Public Relations Discussion** – The one thing that we are going to do is a PR event (picture and statement) to publicize our \$ 2,500 donation to the underpass project. Frank will pick up a large dry erase check for the picture and would like Todd and some other board members to attend. We would also like to get this out to the media to garner some PR for ourselves.
- b. 2018 Community Profile Brochure Discussion** – Frank did contact the Mining Journal through email but has not received a response yet. Frank will follow up with them. We want to get the brochure out by the beginning of summer and will have a volume number versus a date so that it won't become outdated so quickly. Frank also asked that the board members help with distribution. The participation and paid advertisement is what supports the Community Profile Brochure. Michael Morgan suggested that our PR event with the Township (the picture and statement) be placed in the brochure. He said that this would show our commitment to the township and to the entire region. The board liked the suggestion and thought we should display this in the front of the brochure. Todd mentioned that this also shows the next evolution of the township and wouldn't need to be redone until the end of 2019 when the township's aesthetics change with the addition of the roundabouts and the corresponding lighting.

6. Unfinished Business

- a. Catch the Vision/DDA Update** – Todd shared that the DDA has been kind of inactive for a while, but they did do a small levy a couple of years ago (\$90-\$100 per business) and had Parson's Brinkerhoff do a study on lighting and pedestrian crossings. All of the trails stop by Pizza Hut and there is no connectivity to the corridor. Jason and Randy have been ahead of all of this and have done most of the work. The DDA needed \$ 250,000 to light the two new roundabouts which need to be lighted ¼ mile either way. Lighting is an issue because it becomes very dark here. Randy and Jason came up with \$ 225,000 through grants which leaves us with \$ 25,000 and we already had \$ 20,000, so we're only \$ 5,000 short. With the meetings last week, the DDA found out that the horseshoe area off of Wright Street where you try to get left is difficult to navigate. Because of this, the DDA is looking in to fixing this. As a DDA, they can purchase that piece of land that is causing the issues and make that a right-degree corner to fix that. The DDA could also put up way signs to direct traffic towards the businesses and trails. Todd also shared an update on Up The Sky. The DDA had a great turnout to these public meetings which was great because the township board was also present. Catch the Vision goes along with what's going on in the township – it's the fastest growing thing around. Michigan Chamber said that only 2 counties out of 83 are growing in the state of Michigan and one of them is Marquette. Catch the Vision wanted to bring some attention to Lion's Field recently because of their improvements which include an outdoor hockey rink. The idea was to either put in some synthetic ice (\$80,000) and then you could ice skate all year or they could put a roof over the rink (approximately \$ 140,000). They've started this project through the Events Committee because you cannot hold a formal hockey event out on the ice unless the Events Committee sanctions it. The Mutineers challenged the NMU Club Hockey Team which was a really fun event. A week later, the NMU Wildcat Hockey Team came out to play which was a free event. The main problem with the ice rink is how to extend the ice. If we got some seed money from some gifts (and we've raised some seed money already), they're really good at writing grants. The next event is coming up on March 24 which is a Boot Hockey Tournament - \$ 20 per team, 3 on 3 with no goalie, 4-member teams. The car show is coming up on Father's Day weekend.
- b. Beautification of the Corridor**
- c. Annual Spring/Summer Picnic and Membership Meeting Event** – We did discuss this briefly last meeting and our executive board also discussed this. The bottom line is that the executive board feels this is not necessary because this is not specifically what we're about. We do want to support any event like this. The feeling is that we would be spending a lot of time and effort on this, but we wouldn't get a lot of participation. We would like to take this energy and focus it more on promoting PR for our organization – what we're for and what we actually do. We would rather focus our energy and time on issues where we're going to get the most return. If you read the bylaws, we're supposed to be a liaison between the township and our membership and disseminate information to our membership of what is going on and any concerns our membership may have, to communicate those concerns to the Township Board and Planning Commission. We are more of an informational organization and we want to stay on top of relaying information to our board and membership. Jenn added that our discussion concerning the summer/spring picnic stemmed around giving back to the public and trying to get Marquette Township community members there. This is not what our Marquette Township Business Association Board is about doing; we're about getting the businesses together. Michael Morgan suggested focusing more on the PR aspect as well and focusing on becoming more active in ways that would benefit the businesses and the membership and then making sure we toot our own horn about it. He feels that this would be more productive based on what our mission is. Michael also suggested that if we wanted to participate in a community event, there are already lots of community events going on and maybe we could take a more active role in those. Frank also suggested that we take a more active role in letting our membership know about upcoming community events that we support. Todd also suggested that we have a board member speak at the upcoming

community events such as the upcoming Car show. Frank also mentioned that it may be nice if other board members participated in this. It was also suggested that we sponsor awards given at the car show. Alex Baysore suggested that each business member in the MTBA sponsor an award. This not only supports the community event but also garners free advertisement. **Motion made to focus primarily on PR and supporting the existing community events made by Tina Henson and supported by Jenn Wallner. Motion carries unanimously at 12:55 pm.**

- d. **Follow up on Joint Meeting with Township Board (Discussion)** – Ashley emailed Lyn Durant and Randy Girard but have not received a response yet. The two tentative dates are May 15 and November 20. The board meets at 11:30 am for a brief meeting and then the joint meeting begins at Noon. The MTBA also made a motion in January that we would pay for lunch for our board and for the Marquette Township Board as well.

7. Reports

- a. **Marquette Township Business Association Facebook Page (Ashley Krook)** – The Facebook Page had more views this week again and are floating around approximately 200 views per week, but we are still low on “Likes and Shares”. We only had 8 likes this week and approximately 9 shares. We do need to see a little bit more “Liking” because if you “Like” it, your friends see it. She is still focusing on sharing our business member posts because we are providing publicity for the member.
- b. **Website (Todd Noordyk)** – Ashley is working on making sure that everything is updated. When we do get a final list of business members, we will get that to Todd who will then update our listed members. We are making progress. Agendas were posted. All of our prior meeting minutes were posted with the exception of January 2018’s. Ashley will get those uploaded this evening. Todd is the administrator of the web site. It was briefly discussed at the executive board meeting that we would like to see what the statistics are for the website (how many clicks, how many views, etc.) and we feel that this would be helpful. Alex Baysore, GLR, does have a report prepared for us and will share that with us at the next meeting.
- c. **Marquette Township Board Treasurer (Ernie Johnson)** – Ernie shared that the township’s budget is set. The DDA held public meetings last week. Ernie also shared that he had just received an email from the Planner that the township has got all but \$ 25,000 covered for the lighting for the upcoming roundabouts. The township is now looking at future planning and their main concern is water. In the early 2000’s the township went to court with the city of Marquette and had a 20-year agreement for a 50-cent decrease per gallon off of the current water rate to supply the township water which expires in 2025. The township has a two-year window where they have to make decisions on how to handle the water by looking at all of the possible options out there. They’re working on the maintenance on the roads which will be going on for the next 12-years. There are some new businesses coming in – two new car dealerships, and more. Up the Sky is being discussed; however, the township is not sure on when it will be coming. Meijer’s is opening in the middle of May. Next year, the two roundabouts will be started. The Township Board is meeting tonight and a review of the DDA will also be done.
- d. **Marquette Township Planning & Zoning Administrator (Jason McCarthy)** – Absent.

Adjournment: Todd Noordyk made a motion to adjourn. Michael Morgan seconded. Passed unanimously at 1:05 pm.

Respectfully Submitted,

Ashley D. Krook

Ashley D. Krook, Executive Secretary