Meeting was called to order at 5:35 p.m. by John Schincariol

In attendance: John Schincariol, Brian Lietzau, Ben Fleckenstein, Steve Racette, Patrick Lynch, Roman Plaszczak, Grace Gant, Mary Lou Hartwell, Sid Shank, Harold Schuitmaker, Ellyn Jones

Absent: Jessica Sylvester

**MOTION:** To approve the March minutes, (No April Meeting) was made by Harold Schuitmaker, supported by Sid Shank. **MOTION CARRIED**

**MOTION:** To approve the monthly bills was made and supported **MOTION CARRIED**

Grants and Loans:

**MOTION:** To approve $2,500.00 to Whelan and Company for renovations at, 315 S. Kalamazoo St. was made and supported. **MOTION CARRIED**

Façade Grants:

Business Development/Challenge (BDC) and the Educational Opportunity/Training (EOT) grants:

**MOTION:** To approve $593.00 to Photos and More, 110 E. Michigan Ave. for a website and social media, was made and supported. **MOTION CARRIED**

**MOTION:** To approve $995.00 to Tapper Towing, 408 W. Michigan Ave. for mobile internet and Nation wide data base, was made and supported. **MOTION CARRIED**

**MOTION:** To approve $154.00 to Light of the City Christian Bookstore, 105 W. Michigan Ave. for a Heat Press for T-Shirts was made and supported. **MOTION CARRIED**

Ongoing Business;

Wal-Mart build is scheduled to start this summer. It is a 14 month build with Grand Opening expected in 2014.

New Business:

There was discussion about re-establishing the DDA district to include the south side of Paw Paw (Tractor Supply and Wal-Mart) to capture the tax base for downtown projects.

Mary Hartwell brought up the painting on the downtown windows she stated how nice the windows look painted and asked why jail crew missed the Willis building on the corner when they cleaned off the Christmas scenes from the others. Mary Springer indicated that she would have it taken care of before the next meeting.

Mary also mentioned that the area in front of the amphitheater at the lake was full of people all weekend. Larry discussed the Rotary vision for that area a little bit.

All reported that they enjoyed the dinner at Café 237 with the Chamber in April.

Meeting adjourned at 6:30.

Next Meeting: June 17, 2013
No meeting.

Dinner with the Paw Paw Area Chamber of Commerce at Café 237.
Minutes

Meeting was called to order at 5:30 p.m. by John Schincariol

In attendance: John Schincariol, Brian Lietzau, Ben Fleckenstein, Steve Racette, Jessica Sylvester, Roman Plaszczak, Grace Gant, Mary Lou Hartwell, Sid Shank, Rich Strand, Larry Nielsen

Absent: Harold Schuitmaker, Patrick Lynch, Ellyn Jones

MOTION: To approve the February 18, minutes was made by Brian Lietzau, supported by Grace Gant. MOTION CARRIED

MOTION: To approve the monthly bills was made and supported MOTION CARRIED

Grants and Loans:

The Grant and loan committees recommended that the $50,000.00 approved 2013 budget be split $10,000.00 for the Business Development/Challenge (BDC) and the Educational Opportunity/Training (EOT) grants (combined) capping them at $1000.00 per applicant per fiscal year with a 50% match. $40,000.00 allocation for Façade grants with a cap of $2500.00 per applicant per fiscal year with the 50% match.

Façade Grants:

Grant request for $1000.00 by Dondi Squires for a Mural at 249 E. Michigan Ave. was denied. With cuts to the grant program the board being cut due to budget restraints, the board agreed that this request did not fit the grant program criteria.

MOTION: To approve $2500.00 to Jessica Sylvester for renovations on Graces Place, 927 E. Michigan Avenue was made by Mary Hartwell, supported by Rich Strand. MOTION CARRIED (Jessica Sylvester and Ben Fleckenstein abstained)

Business Development/Challenge (BDC) and the Educational Opportunity/Training (EOT) grants:

MOTION: To approve $1000.00 to Maurizio LaFranca, 117 W. Michigan Ave. for a direct mail marketing effort was made by Brian Lietzau, supported by Sid Shank. MOTION CARRIED

MOTION: To approve $1000.00 to Brian Lietzau, 408 W. Michigan Ave. for a marketing customer development (mailing) effort totaling $30,893.00 was made by Steve Racette, supported by Grace Gant. MOTION CARRIED (Brian Lietzau abstained)

MOTION: To approve $1000.00 to Derek Lietzau, 408 W. Michigan Ave. for a marketing customer development (mailing) effort totaling $22,638.00 was made by Grace Gant, supported by Steve Racette. MOTION CARRIED (Brian Lietzau abstained)

MOTION: To approve $515.00 to Paw Paw Brewing, 929 E. Michigan Ave. for employee training (TIPS server training) was made by Sid Shank, supported by Brian Lietzau. MOTION CARRIED (Jessica Sylvester and Ben Fleckenstein abstained)

Ongoing Business;
Larry reported that the Bob Negen event was well received. 28 attended the meeting. There were 8 businesses that requested personal consultations. Jean Wing was given a seat by Ron White who was unable to attend. Jean won the ticket to the Retail Success Summit. Bob talked about cause donations, giving out gift certificates vs. coupons, building relationships, and extending or adjusting hours to accommodate people who work from 9am – 5pm.

New Business:
Sid Shank invited the DDA board to a dinner with the Chamber. The Chamber felt that if the two boards got together in a social setting they could get to know each other and develop a stronger relationship. There was discussion on a date and the board decided that Monday April 15th would be a good date to attend the dinner in place of the usual scheduled DDA meeting.

Staff report attached.

Meeting adjourned at 6:20.
VILLAGE OF PAW PAW
Downtown Development Authority
Regular Meeting, February 18, 2013
BEGINNING AT 5:30 P.M. AT THE DDA OFFICES
129S. Kalamazoo Street, Paw Paw, Michigan 49079
Minutes

Meeting was called to order at 5:35 p.m. by John Schincariol.

In attendance: Roman Plaszczak, Jessica Sylvester, Patrick Lynch, Brian Lietzau, Ben Fleckenstein, Ellyn Jones, John Schincariol, Steve Racette, Grace Gant

Absent: Harold Schuitmaker, Mary Lou Hartwell, Sidney Shank, Rich Strand,

There were no guests.

MOTION: To approve the January 21, 2013 minutes was made by Brian Lietzau, supported by Pat Lynch MOTION CARRIED (Roman abstained as he was not present at the January meeting.)

MOTION: To approve the monthly bills was made by Brian Lietzau, supported by Roman Plaszczak. MOTION CARRIED

Grants and Loans:

MOTION: To approve a grant of $1068.31 to Eleanor LaRue at 200 E. Michigan Ave for paint and restoration was made by Brian Lietzau, supported by Roman Plaszczak. MOTION CARRIED

MOTION: To approve $1,900.00 to James and Wendy Charles at 404 E Michigan Ave. for a new furnace (upon receiving paid receipts) was made by Brian Lietzau, supported by Steve Racette. MOTION CARRIED

MOTION: To approve an amount that would bring current façade grant balance to $25000.00 to Amy & Casey Sons for 115 E. Michigan Ave. to purchase and install a digital projector for the Strand Theater was made by Pat Lynch, supported by Brian Lietzau. MOTION CARRIED (The amount approved would then be $23,600.00 as they currently have $1,400.00 in façade grants)

Development Grants

MOTION: To approve $5000.00 to Paw Paw Brewing at 929 E Michigan Ave. for purchase of kegs was made by Brian Lietzau, supported by Pat Lynch. MOTION CARRIED (Ben and Jessica abstained)

There are currently several Development grants pending more information.

- Lori’s Hallmark Fashion Mix
- Tapper Towing
- Laser light Therapy
- Two Paws Pet Salon
- The Strand Theater
Ongoing Business;

Discussion on 2013 budget:
Roman Plaszczak reported that the Village Council would vote on a budget at next meeting and so needed a recommendation from the board on the DDA budget with cuts to the Loan and Grant program from $150,000.00 to $50,000.00 for the 2013 budget year.

**MOTION:** To accept the 2013 DDA budget was made by Brian Lietzau, supported by Grace Gant. **MOTION CARRIED**

Discussion on the Chamber response to the DDA employment of Mary Springer full-time as of March 1st. Brian recommended that Mary be contracted out for approximately 10 Scheduled hours a week depending on her ability to fulfill the needs of the DDA, until the Chamber Board can hire and train a replacement.

Brian also recommended that the DDA take on the cost of a work station outside of the DDA office so that it would be property of the DDA and a permanent part of the building. This would also give the DDA input on the construction. Dave Jones was in to take measurements and will give the board an estimate by the end of the week.

Mary presented a proposal from Chris Paynich at Turtles for the downtown planting. There was discussion on expectations for the flowers this year.

**MOTION:** To approve the proposal of $9857.00 for the downtown planting by Brian Lietzau supported by Steve Racette. **MOTION CARRIED**

Next meeting is March 18, 2013

Meeting was adjourned at 6:35.
2013 Board Members

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Executive Director
Mary Springer
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Meeting was called to order at 5:35 p.m. by Mary Lou Hartwell.

In attendance: Mary Lou Hartwell, Patrick Lynch, Sidney Shank, Brian Lietzau, Ben Fleckenstein, Ellyn Jones, Rich Strand, and Steve
Absen: John Schincariol, Harold Schuitmaker, Jessica Sylvester, Roman Plaszczak

Presentation of guests: Lisa Imus sitting in for discussion of grants.

**MOTION:** To approve the December minutes was made by Brian Lietzau, supported by Pat Lynch
**MOTION CARRIED**

**MOTION:** To approve the monthly bills was made by Brian Lietzau, supported by Pat Lynch
**MOTION CARRIED**

**Grants and Loans:**

**MOTION:** To approve a special DDA grant of $1,357.00 to Tom & Lisa Imus at 119 Commercial Ave. for fencing due to special circumstances was made by Rich Strand, supported by Brian Lietzau **MOTION CARRIED**

**MOTION:** To approve $352.00 for interior renovations to Lori & Terry Knop at 219 E Michigan Ave. was made by Mary Lou Hartwell, supported by Brian Lietzau. **MOTION CARRIED**

**MOTION:** To approve $2100.00 for interior & exterior renovations to Jennifer Bowerman at 108 Municipal Lane was made by Mary Lou Hartwell, supported by Brian Lietzau. **MOTION CARRIED**

**MOTION:** To approve $9722.00 for interior renovations to Franco LaFranca at 117 W Michigan Ave. was made by Mary Lou Hartwell, supported by Brian Lietzau. **MOTION CARRIED**

**Ongoing Business:**

Larry reported that Walmart has purchased all of their permits and licenses and are set to move forward with their Super Store. Bob Negen is scheduled to speak on how to survive when a big chain store comes in on March 6, 2013 at the Township Hall from 8:00 a.m. (registration) – 12:00 p.m. with a box lunch and discussion at noon and from 1:00 – 5:00 individual consultations.

**Discussion on 2013 budget:**

Larry Nielsen gave the budget report and voiced concerns about finding areas to cut back. Suggestion that the DDA cut back on grants this year with a 1st come 1st served policy. 2012 DDA was way over budget on the grant program.
Larry also questioned possible cut backs to the Uncork campaign. The feeling by the board that the Uncork campaign has been successful was unanimous. The feeling of the board is that through diversity of advertising and promotion everyone is covered in the out reach.

**MOTION:** To approve $59,005.00 for billboard, radio spots and direct mail was made by Brian Lietzau, supported by Pat Lynch. **MOTION CARRIED**

The Grant and Loan committees will meet in February to make the necessary changes to the grant program.

There was discussion on whether there were possibilities of expanding the DDA district to encompass the area of new development south of town. It was indicated that this would take public hearings, a proposal and rewriting of the original plan. It would require council approval and take approximately 6 months. No motions were made.

Proposal to take Mary Springer on as a full-time DDA employee as of March 1st was made by Larry Nielsen and Brian Lietzau. The DDA already pays for 35 hours (20 to Mary Springer and 15 to Marilyn Clear). Recommendation to return handling the uncork money back to DDA still allowing for the $3000.00 for Chamber to continue to use on event sponsorship. There was much discussion and support shown for helping the Chamber to transition with as little impact as possible.

**MOTION:** To approve the proposal for Mary Springer to become a full time employee of the DDA as of March 1, 2013 was made by Brian Lietzau, supported by Pat Lynch. **MOTION CARRIED**

Sid Shank indicated that she would like to be excused from the February 18th meeting as she will not be able to attend.

Meeting adjourned at 7:25.