

**Downtown Manitowoc/MCCA  
Minutes of Meeting 4-12-2017**

**Meeting called to order at 8am by President Novak.**

In attendance: Pat Mecca-Grape, Grain & Bean, Gary Stolp-Subway, Amber Daugis-Grow it Forward, Joel Evenson-Ansay & Associates, Kathleen Galas and Pastor Carly Kuntz, Guests from Lakeshore United Methodist Church, Karen Duvalle and Katelyn Burton from the Wisconsin Maritime Museum, Jason Ring-Manitowoc Area Visitor and Convention Bureau, Zita Gehl-Fabric Creations, Bonnie Timm-Fox Communities Credit Union, Chris Hoppe-First German Evangelical Lutheran Church, Nic Sparacio-City of Manitowoc, Lorinda Tulachka-Progress Lakeshore, Matt Schliesman-Capital Civic Centre, Doug Soodsma-Soodsma Insurance, Sheri Lau-Shipbuilders Credit Union, Michelle Linville-Big Brothers Big Sisters, Jody Dubinsky-Treasures, Rick Couron-The Hearty Olive, Jeremiah Novak-Novak's Service Center.

**Financial Report given by Pat Mecca.** There are 46 paid members, 4 outstanding: 20 Hotel Guide paid, 1 outstanding: 7 paid for the Crossing (Badger guide) 20 paid for Visitors Guide and 19 paid for Ice on 8<sup>th</sup>. Pat is working with Hawkins Ash is helping to transition to Quickbooks that will provide reports for the organization.

**Hotel Guides:** There will be an email asking for those that participated to respond with any changes by 4-17-17, otherwise will be printed as is and invoices will be sent for \$150.00 per ad.

**Downtown Planters:** Board would like to purchase 6 from Brandon Gauthier who will be reusing materials from Mirro for around \$500.00 each. These will be one of a kind and will be bolted onto the sidewalk. Jeremiah is working with the city to place them between Washington St. and Quay St. on 8<sup>th</sup> St. The MCCA name and logo will be on them but businesses could purchase more in the future to take ownership and tie all together. City will determine placement of where they will go on the sidewalk. Planting will be done by MCCA before the first crossing of the carferry. Then hoping businesses will step up to the plate and keep them looking nice throughout the season. Working with the city to possibly have them included in their watering schedule.

Businesses should be consulted as to exact placement in front of their establishment. MCCA will also be using the old brown, gray planters and refill them. If businesses still have them, they can bring them down for planting in a designated place. MCCA will let them know when and where.

**LOGO Changes:** These are being worked on, reestablishing "Downtown Manitowoc"----still MCCA on paper. Just the logo will change. This will match the website of "downtownmanitowoc.org". We will do media blitz to reveal the new look. There is currently a committee working on this.

**Sign Me UP:** The company would like to get involved with the downtown organization and businesses. A cost sheet was presented to all businesses present to possibly share the cost of billboards. Suggestions to add Downtown Manitowoc somewhere on the ad. Jeremiah will send email to all businesses with John Ashenbrenner's information.

**Pastor Karly Kuntz:** Anyone interested in the planning process of the Three on Three Basketball tournament in Washington Park should get a hold of Pastor Karly. This would be a way for the younger generation to connect with the community. They need involvement by volunteers and any type of sponsorship, be it financially, door prizes or in any other way.

**Progress Lakeshore:** Reminded all business owners about their May 3<sup>rd</sup> 6th Annual Excellence in Economic Development Awards Breakfast, urging members to attend.

**City Updates:** The downtown parking study is moving forward. Consultants have been lined up and are being interviewed. Some have worked in communities our size. There is a need for parking structures but need to look at all aspects of parking throughout the downtown area, keeping in mind the maintenance of the structure. This study is on the same timeline as the downtown masterplan. They are hoping to create a citizens steering committee of 10 to 15 people. This would be a time commitment of about 8 to 10 months. This will include public input workshops.

A farmer's market committee is being put together including a business person from downtown. They will work on improving the relationship between vendors and the City of Manitowoc and direct where that organization goes from a grassroots perspective starting bottom up with farmers/stakeholders.

Amber Daug's gave an update as Farmer's Market Manager. She is looking for opportunities for relationship building. Looking at local farmers market as being an arm of "Manitowoc Grow It Forward!" This would also allow the market to be under one non-profit status to receive donations and sponsorships. The intent is to turn over the financial side of things to Grow it Forward. It will still be held on Saturdays in the same location. Possibly move Tuesday evening's market to another location, potentially Washington Park. This is all in the discussion phase.

Jason Ring told the group that May 19<sup>th</sup> is the Carferry startup. A welcome reception will be held on that day. National Tourism week is being held the week of May 8<sup>th</sup> with there being a breakfast on the morning of May 10<sup>th</sup> with speakers. All are encouraged to attend.

Katelyn from the Maritime Museum reported on Subfest. Planning is going well including a walking historical tour of downtown. Theme is "Home Front". A tribute wall will be outside of the museum honoring women of the war along with a war costume contest.

First German Lutheran would like to do more promotion on the school that is present on their campus including 3K and 4K as being convenient in the downtown area. They would encourage all to pass the word.

Next monthly meeting will be held on May 10<sup>th</sup> in the evening.

Respectfully submitted,

Bonnie Timm, Recording Secretary