

CITY OF CHELSEA
DOWNTOWN DEVELOPMENT AUTHORITY
BOARD OF DIRECTORS STUDY SESSION
8:00 AM, Thursday, April 23, 2020 – **HELD VIA TELECONFERENCE**

Board Present: Tim Merkel, Jennifer Fairfield, Kathy Finger, Ron Livengood, Stephanie Moran, Bill O'Reilly, Tammy Lehman, Mayor Melissa Johnson

City of Chelsea: City Manager John Hanifan

1. Call to Order – Chairperson Merkel opened the meeting at 8:00 a.m.
 - *The purpose of this meeting was to discuss Marketing options to assist area businesses and organizations following the COVID-19 related restrictions.*

2. Public Comments –
 - Gary Munce of CAFE noted that there is a long standing relationship between downtown businesses and CAFE. In spite of the necessary cancellation of Sounds & Sights activities for this year, CAFE will remain involved.
 - Terris Ahrens noted that they are still planning on June's Eat, Drink & Enjoy events.
 - Bridget Favre and Doris Galvin of D&B Marketing provided comments regarding a marketing plan. It should run 12 to 18 months to be most effective. It should not rely on a single outlet but be multifaceted. Destination Chelsea is a good start – stay with it.

3. DDA Member Discussion –
 - Jennifer Fairfield: Specific events are good but we need to look at an overall marketing plan.
 - Kathy Finger – We need to send the message that we're here, we're open, and looking to do what we can to support local businesses.
 - Stephanie Moran – We need to find the right platform for our message and we have to let people know that we've taken steps to ensure their safety.
 - Melissa Johnson – She noted receiving a number of inquiries regarding what's open. Businesses need to step up their on-line presence and they need to highlight their safety protocols.
 - Bill O'Reilly – Agreed with the need to use social media and keep their webpages up to date.
 - Tammy Lehman – We need to set a budget and then get with marketing people to develop a multi-prong approach such as radio, print and an e-presence. Need to consider smaller venues.
 - John Hanifan – Warned that if we simply come up with a budget, vendors will find a plan to meet it. So best to decide what the costs will be for the plan we wish and see if we can budget for it.
 - Ron Livengood – Should our plan be a stand alone or should we consider partnering with others such as Pure Michigan? In any case, we need a long-term plan.
 - It was noted that in terms of discretionary funds, there is approximately \$21,000 remaining in this year's budget and the draft for next year, starting July 1, 2020, is \$60,000.

- Terris Ahrens from the Chamber of Commerce noted there is, for example, a trail map at the CoC webpage along with lots of other resources. Also, approximately \$700 gets a lot of on-line presence via Google's targeted ads.
- Bridget Favre of D&B commented that it is best to use many avenues & an integrated approach.
- Gary Munce of CAFE noted that Sounds & Sights has used D&B successfully with a multi-phase approach to its marketing.
- While it is difficult to tell what the overall cost will be, current regulations require that any spending over \$5,000 needs to be put out for open bidding.
- John Hanifan / the City of Chelsea to issue RFP for Marketing Services with goal of having proposals in hand by the time of the May 21st DDA meeting.

4. Adjournment – **Meeting adjourned at 9:43 a.m.**

Minutes respectively submitted,

Bill O'Reilly, Secretary