

**CITY OF CHELSEA  
DOWNTOWN DEVELOPMENT AUTHORITY  
BOARD OF DIRECTORS MEETING  
8:00A.M., TUESDAY, DECEMBER 1, 2009**

**Present:** Flintoft, Galvin, Heydlauff, Morrel-Samuels, Myles, Pierce, Winans, Hanifan

**Absent:** Schwarz, Holman, Frisinger, Lindauer, Jackson

**Others Present:**

1. Heydlauff opened the meeting at 8:00 a.m.
2. Morrel-Samuels presented a local shopping Passport. Shoppers would spend \$\$ at local shops and get a sticker to put in the passport. Once it was full, it could be redeemed for a \$10 gift card at the Common Grill. The cost for the program was approximately \$1,000 for printing and \$5,000 for gift cards. There was much discussion about the program. The 12 days of Christmas program from prior years was discussed. There was general discussion about the timing and whether the merchants could be educated about the program.

**Motion by Morrel-Samuels, second by Myles to approve the Passport Program by spending \$5,000 for gift cards, \$1,000 for printing.**

Hanifan stated that he was concerned that the \$50,000 for marketing was rapidly being spent. He further stated that, while he thought the idea was great concept, the idea as presented would not be enough of an incentive and was too specific to make much of an impact. Morrel-Samuels stated that while he appreciated the input, Hanifan does not vote. Hanifan stated that even though everyone knows he does not vote, he would like the record to reflect his objection to the program as presented, but did not think the concept was bad.

There was much discussion about the timing of the project and the concern of educating the various merchants on how the program would work. There was discussion about finances and whether the Marketing funds had to be approved by the DDA Board and/or Ciity. Hanifan stated that the expenditures are like any other DDA/City expenses. DDA Board approves and the expenses are presented to City Council for their approval.

Morrel-Samuels withdrew his motion(Myles withdrew second) and made the following subsequent motion.

**Motion by Morrel-Samuels, second by Myles to refer the concept to the Marketing Committee and full DDA Board for consideration at a later meeting. Motion carried. All Ayes**

3. Meeting adjourned at 8:47 a.m.