

Elk Rapids DDA
Business Development Committee Meeting Minutes

Wednesday, November 8, 2017

5:30 PM

Government Center

- I. Welcome & Introductions
- II. Budget Planning
- III. SCORE Meeting
- IV. General
 - a. Ludington Business Attraction Model
- V. Adjourn

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Business Development Committee Meeting Minutes

Wednesday, September 13, 2017
5:30 PM

Government Center

I. Welcome & Introductions

Mark Wayne, Kathy Wittbrodt, Amanda Baker

II. Restaurant Fact Finding

Multiple places don't follow any digital media. Perhaps increased wayfinding/community events posting area. Utilize banners and other options to have the information displayed where people easily can see them.

Other input seemed to say some of the business owners could use discreet business consulting. Perhaps the DDA could work with SCORE or SBDC connect those businesses with help.

Committee will meet with TC SCORE chapter to determine ways to approach businesses that may need assistance in multiple areas of business operation.

III. General

a. Sales Tracking Survey Results

b. Escanaba Façade Grant Model

Set up a method to speed up Façade grants with up front work done by the DDA (with a deposit.)

Amanda will talk to MEDC about this possibility along with more rental funding.

Anything for new construction?

Could also work in a smaller projects to spiff up town.

IV. Adjourn