

**CITY OF WILLIAMSTON
DOWNTOWN DEVELOPMENT AUTHORITY
JANUARY 21, 2025
REGULAR MEETING MINUTES**

1. Call To Order:

The meeting was called to order at 6:08 p.m. in the Williamston City Hall Council Chambers by Chair Brooke Donnelly-Grzelak and the Pledge of Allegiance was recited.

3. Roll Call:

Chair Brooke Donnelly-Grzelak, Vice Chair Narda Murphy, Authority Members Carrie Ballou, Tammy Gilroy, and Wendy Carr. Absent: Sharon LaPointe, Leigh Baumgras, and Kyle Walch (arrived at 6:09 p.m.)

Also Present: City Manager/DDA Director John Hanifan, City Clerk Holly Thompson, and Richard Enty of LEAP (Lansing Economic Area Partnership).

Motion by **Gilroy**, second by **Carr**, to excuse all members absent. **Motion passed by voice vote.**

4. Approval of Agenda:

Motion by **Gilroy**, second by **Carr**, to approve the DDA agenda as presented. **Motion passed by voice vote.**

5. Public Response:

Richard Enty of LEAP gave an update on the launch of the childcare website, and the Sunrise Grant . LEAP recently developed three videos of the County highlighting the region.

-Walch arrived at 6:09 p.m.

6. DDA Regular and Informational Meeting Minutes of November 19, 2024:

Motion by **Gilroy**, second by **Ballou**, to approve the DDA regular and informational meeting minutes of November 19, 2024 as presented. **Motion passed by voice vote.**

7. Accounts Payable:

None.

8. Downtown Development Director Report:

No report.

9. Treasurer- Budget Printout:

A budget printout was provided for DDA review.

10. Action Items

10a. Consideration of Placer.AI Analytics Proposal:

Motion by **Murphy**, second by **Gilroy**, to approve the DDA participation of the Placer.AI Analytics proposal for an amount not to exceed \$3,300. **Motion passed by voice vote.**

11. Discussion Items

11a. St. Patrick's Day Pub Crawl:

The Williamston Events Committee is working on a St. Patrick's Day Pub Crawl on March 14th. They are trying to make it a greater event but are still working on the details.

11b. Joint Master Plan Work Session Re-Cap:

Manager Hanifan reported the joint Master Plan work session went well and there were a lot of questions and good ideas discussed.

11c. “Spring Cleaning” Sidewalk Sales- Scavenger Hunt Twist:

The Williamston Events Committee is working on a springtime event that would get people shopping downtown with sidewalk sales and a scavenger hunt. The event would hopefully take place after spring break, but before Easter.

11d. Williamston Restaurant Week Event:

Member Ballou commented she wants to do a Restaurant Week in Williamston like they do in other communities. She is looking at times/weeks of the year when business may be slower like the end of February and March. This would not take place until 2026 but she would like the DDA’s support for the event.

11e. Brand New Spring Festival:

Chair Donnelly-Grzelak commented she would like to do a spring festival between May 16-18. Mother’s Day weekend is too busy for many of the businesses to do something extra, so the next weekend would be better.

11f. Cohesive Event Branding for All Events:

Chair Donnelly-Grzelak would like to have a symbol or logo that is recognizable for all of the City events. She asked everyone for their input on what that could look like.

11g. DDA Point Person/Pair for Each Event: & 11h. Member’s Support Roles:

Support Roles

Marketing Design: Wendy Carr

Marketing Dispersal: Kyle Walch and Sharon LaPointe

Community Engagement/Outreach- Carrie Ballou and Tammy Gilroy

Event Planning:

Vendor Communication:

Volunteer Recruitment/Organization: Sharon LaPointe and Narda Murphy

Events

Dog Days- Tammy Gilroy & Kyle Walch

Light Parade-

Small Business Saturday-

14. Public Response:

Chair Donnelly-Grzelak called for public comments at this time and there were none.

15. DDA Member Comments:

No comments.

16. Adjournment:

Chair Donnelly-Grzelak adjourned the meeting at 6:46 p.m.

***Meeting adjourned at 6:46 p.m.**

Respectfully Submitted by: _____
Holly M. Thompson, City Clerk

Date Approved: _____