

**COUNCIL PROCEEDINGS**  
**Special Meeting**  
**Monday, February 15, 2016**

**CALL TO ORDER:** By Mayor Lewis, Friday, February 15, 2016 at 7:00 p.m.

**PRESENT:** Mayor Lewis, Councilmembers Russo, Ridge, Johnston, and Mitchell, City Manager Guetschow and City Clerk Terpstra.

**ABSENT:** Councilmembers Bahmer and Sanders.

**PURPOSE:** Mayor Lewis explained the purpose of the meeting would be to discuss business development and Project Rising Tide.

Councilmember Johnston stated that he would like to see some of the O-I Funds go towards marketing to encourage new business.

Councilmember Russo stated that he would like to develop Charlotte's brand, possibly by contacting an advertisement agency to help package it.

Mayor Lewis stated that the brand is important. He stated that the current brand for Charlotte seems to be the Courthouse and Frontier Days.

Councilmember Mitchell stated that he would like to see the focus on other things and not just solely Frontier Days.

Councilmember Ridge stated that Charlotte has so many things to offer like Alive and the Charlotte Performing Arts.

Councilmember Mitchell suggested looking into the possibility of using Crandall Lake for water sport events to draw people to the area.

Councilmember Ridge stated that Project Rising Tide and the Main Street program work on branding and that they will be having a training coming up in the very near future on this. She encouraged everyone to attend.

Discussion was held on utilizing the City's facebook page to keep residents more informed on the happenings in town.

Discussion was held on working together more closely with the school board on issues affecting the community.

Discussion was held on councils stance on proceeding with the Target Market Analysis and Low to Mod ratings.

Discussion was held on the Low to Mod rating and what that would mean for the community.

Discussion was held on what kind of incentives could be offered to incoming businesses.

Councilmember Ridge reminded everyone of the Project Rising Tide meeting to be held on Thursday, February 18<sup>th</sup>. She encouraged councilmembers to attend the meeting.

Mayor Lewis suggested coming up with some type of flyer to distribute to residents with information in it about the community.

Discussion was held on attracting more events to the fairgrounds.

Councilmember Ridge asked if council would like to have a presentation by Robert Trezise, Jr. of LEAP to speak with council about LEAP's role to the city.

Discussion was held on expanding the Downtown Development District.

City Manager Guetschow explained what had been done in the past with a marketing committee. CANDO has been involved in marketing in the past. He suggested that they work with Chamber, schools, etc. on this. He suggested getting information to the motels in the area and working with the Greater Lansing Chamber Convention Center.

Discussion was held on the northeast corner of Cochran and Lawrence and who owns what property.

**PUBLIC COMMENT: None.**

**COUNCILMEMBER COMMENTS:**

- Councilmember Johnston stated that he felt this was a good session.
- Councilmember Russo stated that the meeting was very productive and everyone is moving in the right direction. He stated that he feels that the round table discussions are easier to handle if they choose to do presentations. He would like to handle them in the same format.
- Councilmember Ridge stated that she likes the casual conversation and learning experience that these meetings present.
- Councilmember Mitchell stated that as more of these meetings take place it can only benefit.
- Mayor Lewis agreed that he likes the format of these meetings.

It was agreed that the special meeting in March include a presentation from LEAP and also a presentation on the Low to Mod rating for Charlotte.

**Councilmember Russo moved, second by Johnston to adjourn at 8:55 p.m.**

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Tim Lewis, Mayor

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Ginger Terpstra, City Clerk