

COUNCIL PROCEEDINGS
Special Meeting
Monday, March 21, 2016

CALL TO ORDER: By Mayor Lewis, Monday, March 21, 2016 at 7:00 p.m.

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

Mayor Lewis stated that Councilmember Russo may not be able to attend.

ABSENT: Councilmember Russo.

PURPOSE: Mayor Lewis explained the purpose of the meeting would be to hear presentations from Bob Trezise, LEAP CEO and Darice Darling, Can Do! Marketing Chair. After the presentations to continue discussions on business development in Charlotte.

PRESENTATION – BOB TREZISE, LEAP:

Bob Trezise, LEAP CEO, gave a presentation on the overview of LEAP (Lansing Economic Development Partnership). He explained that it is a coalition of area leaders committed to building a prosperous and vibrant region where businesses can thrive. They help entrepreneurs start businesses, help existing businesses grow, and attract new businesses to the region.

Councilmember Russo arrived at 7:06 P.M.

Mr. Trezise explained the different marketing and strategies used in the process. He highlighted all of the assets that Charlotte has and how those should be used to attract businesses to the area.

PRESENTATION – DARICE DARLING, CAN DO! MARKETING CHAIR:

Darice Darling, Can Do! Marketing Chair, gave a presentation on what the marketing team is working on to enhance the image of the Charlotte region. She explained that the committee is made up of local business owners both public and private. She explained that they will be working together with the Rising Tide project and Michigan Main Street Program. The key objectives are to develop a regional brand, promote investing and business to the community and promote as a Mid-Michigan destination.

Ms. Darling presented a copy of a community brochure that is very close to being in production.

City Manager Guetschow highlighted all of the projects that are taking place in Charlotte and how exciting it is for the community.

Councilmember Johnston stated that going regional is important.

Councilmember Mitchell stated that Charlotte could become a regional powerhouse with small town charm that is close to everywhere.

Mayor Pro-Tem Sanders stated that he was glad to hear what Can Do! is doing.

Councilmember Russo thanked the presenters for a better understanding of what they do. He stated that City Council needs to put a plan to paper and get a plan of action.

Councilmember Bahmer stated that he would like to talk with City of Allegan to see how they attract big talent to their fairs. He would like a deeper relation with the Fairboard to try to attract bigger talent to the fair.

Councilmember Ridge stated that it is all coming together and she is looking forward to the betterment of the community. Councilmember Ridge reminded council of the upcoming Main Street Planning meetings to be held on April 19th and May 19th. She encouraged everyone to attend. She also encouraged council to attend the MML Capital Conference that is coming up.

Mayor Lewis agreed that they need to come together as a council to make this happen.

PUBLIC COMMENT:

Anthony Faulkner, stated that it is important to make the new brand exciting and to also highlight the airport. He expressed his appreciation of the council in taking the time to invest in making Charlotte better.

Don Sovey, stated that placemaking is important and getting excited about the downtown.

COUNCILMEMBER COMMENTS:

- Councilmember Russo apologized for being late.
- Mayor Pro-Tem Sanders thanked everyone for coming out and thinks that we are on the right track.
- Councilmember Mitchell appreciates that we are on the cusp of good things going on in Charlotte. Everyone is pushing in the right direction.
- Councilmember Johnston thanked the presenters for making things happen in the community.
- Councilmember Ridge liked the idea of the fairboard getting in bigger talent. She thanked Mayor Lewis for arranging these types of extra meetings.
- Mayor Lewis thanked the audience for attending and for all of the great things that they are doing in the community and for the enthusiasm that they bring. He expressed his appreciation to council members for making themselves available for these special meetings.

Councilmember Johnston moved, second by Russo to adjourn at 8:47 p.m.

Tim Lewis, Mayor

Ginger Terpstra, City Clerk