



DRAFT

MINUTES

THOMAS TOWNSHIP DOWNTOWN DEVELOPMENT AUTHORITY

SPECIAL TELECONFERENCE MEETING

VIA ZOOM 1-646-558-8658 MEETING ID: 943 2932 3673 PASSWORD: 539195

June 22, 2020

Members Present

T. Radewahn
F. Gray
L. McCoy
L. Husen
M. Wenglikowski

Members Absent

M. Dense
D. Duclos
R. Weise

Others Present

D. Sika, Comm. Dev. Director
C. Watt, Pl. Asst/Code Enf. Officer
R. Taylor, Township Manager

Mr. Radewahn called the teleconference meeting to order at 9:00 a.m.

Approval of Agenda:

The agenda was approved with no additions.

New Business:

A. Approval for radio advertising with MacDonald Broadcasting to support the reopening of the Local Thomas Township Businesses after the COVID 19 closures.

There was a discussion concerning the purchasing of advertising “spots” on three local radio station through MacDonald Broadcasting for the purpose of promoting local businesses as they reopen after the

COVID 19 closures. The original discussion was for two (2) spots a day for eight (8) weeks on three local Stations, 97.3 JOE FM, 93 KCQ, and “The Bay” 104 FM/1400 AM. Several members felt that more advertising spots per day for a two week period during “peak” times would be much more effective as they have experienced from their own advertising. Message content for the advertisement was discussed. It was determined that it should be based on the “shop local” message. It was agreed that Tom would work with Russ on the text for the advertisement. Mr. Sika outlined additional actions that the Township will be initiating to encourage support of the local businesses. All members agreed that at least four (4) time slots needed to be purchased within “prime” slots instead of two (2). Mr. Taylor mentioned that a cost of \$5000.00 to \$6000.00 would be a range to look at with the money being well spent to support local business during this difficult time.

A motion was made by Mr. Gray and supported by Ms. McCoy for the purchase of radio advertising by the DDA to promote local buying in Thomas Township.

VOTE 5 YEAS 0 NAYS 3 ABSENT MOTION CARRIED

Discussion continued on billboards being used as another option to promote the “buy local” theme. This was thought to be an undesirable means of advertising the message the DDA is trying to get across to encourage local spending.

Mr. Sika asked for clarity on the radio advertising. The original cost for two (2) slots for eight (8) weeks had been \$4,704.00. Now that the members had determined four (4) slots a day was the number they’d like to have, should the spending only be up to that amount? Mr. Taylor said he thought the amount for the cost of the advertising should be \$6,000.00. A second vote was taken by the DDA members.

Motion by Mr. Gray, supported by Ms. McCoy for radio advertising with MacDonald Broadcasting to be four (4) slots per day and capped at \$6,000.00 in cost.

VOTE 5 YEAS 0 NAYS 3 ABSENT MOTION CARRIED

Additional Discussion:

Mr. Gray informed the DDA members that the Thomas Township Business Association does plan on having its annual golf outing. It will be held on August 10, 2020 at Apple Mountain. This year the proceeds are going to help post pandemic at the schools and also the flood victims. Basically the community at large.

Adjournment:

Motion by Mr. Gray supported by Mr. Wenglikowski to adjourn the meeting at 9:37 a.m.

VOTE 5 YEAS 0 NAYS 3 ABSENT MOTION CARRIED