



Draft

**STATE STREET CORRIDOR IMPROVEMENT DISTRICT
BOARD MEETING
SAGINAW CHARTER TOWNSHIP HALL BOARD ROOM
APRIL 12, 2011**

Members Present

Connie Reppuhn
Tim Braun
Charlie DiMercurio
Ron Lee
Fred Lutz
Debbie Mazur

Members Absent

Bill McDonald
Dan Andrews
Vanessa Warren
Bridget Smith

Others Present

Connie Edlinger

Ms. Reppuhn called the meeting to order at 8:00 a.m. and briefly reviewed the agenda.

Approval of Minutes:

Motion by Mr. Braun, supported by Mr. DiMercurio, to approve the minutes of March 1, 2011.

VOTE: 6 YEAS 0 NAYS 4 ABSENT MOTION CARRIED
McDonald
Dan Andrews
Vanessa Warren
Bridget Smith

General Discussion:

Ms. Reppuhn opened the discussion on creating an Ad Hoc committee to be lead by Charlie DiMercurio regarding networking and permission based referrals. Mr. DiMercurio discussed "referral training" and how they should create a step by step process in building relationships with the State Street business owners. The group discussed how simply introducing themselves to the business owners on State Street would be a good start in the process and then cataloging each business.

Ms. Reppuhn discussed planning informal gatherings periodically at different locations up and down State Street. She informed the group that Bill McDonald from McDonald Pontiac offered to host one of the gatherings at his business located on State Street in their “café”. To begin with, the informal gatherings would be business to business to find out “specifically” what could be done to grow the individual businesses.

It was suggested that the State Street CID introduce itself at the STBA meeting in the fall of 2011.

Other topics of discussion were:

- A. Marketing plans
- B. Creating a business referral card
- C. How to approach a franchise business
- D. Press release – Dan Andrews
- E. Weekly column with the Township Times – Connie Reppuhn
- F. Social media i.e., Facebook

Next meeting: May 3, 2011 in the Township Board Room

Adjournment:

Motion by Ms. Mazur, supported by Mr. Braun, to adjourn the meeting at 9:04 a.m.

VOTE:	6 YEAS	0 NAYS	4 ABSENT	MOTION CARRIED
			McDonald	
			Dan Andrews	
			Vanessa Warren	
			Bridget Smith	