

## Meeting of the Main Street Design Committee

Thursday, September 9, 2010 City Hall, Portland, MI

Present: Eric Frederick, Tom Dempsey, Patrick Reagan, Kathy Parsons

Meeting called to order at 5:30 pm.

Patrick reported that all of the façade leases needed for the façade grant program were in hand. Patrick reported a revised quote for scope of work for Dr. Riemer's project. The consensus was that the quote was substantially for unit pricing and did not materially change the outcome of the project. There was no objection to the proposed changes from the Committee.

Final drafts of the wayfinding signs were discussed, with minor corrections made to the wording. Patrick will complete the final order with Dornbos.

Discussion of sample sign grant programs and guidelines from other cities around the country were discussed, including Howell, MI; Davis, CA, and others. Kathy reported to the Committee that the presentation by the Howell sign company on costs of creative signs and their effectiveness for business was well-received by Portland businessowners in attendance, and was productive for them. Discussion centered on the strength of wording for the "carrot" approach and its importance for the desired outcome. The program for Davis, CA received the consensus of the group as a good place to start, with helpful material to be incorporated from Howell as well. Patrick will call the Davis, CA people to see if they will send him a Word document to help in incorporating parts of their program into our plan.

Meeting adjourned at 6:24 pm.

Next scheduled meeting, October 14, 2010