



**THE DOWNTOWN DEVELOPMENT AUTHORITY
MEETING AGENDA**

111 E. Lawrence Ave, Charlotte, MI 48813 (517) 543-2750
6:30 P.M. Tuesday, February 17, 2026

1. **Call to Order** - 6:34 pm
2. **Roll Call** - Amy Ramos, Anthony Caporali, Anthony Rodriguez, Nicole Christensen, John Laup, Salena Benavidez, William SaintAmour, Jeff Christensen, Interim City Manager Vince Pastue
3. **Approval of the Previous Meeting Minutes** - Christensen motion, Ramos seconded - All in favor
4. **Public Comments** - William SaintAmour is very excited about the axe throwing establishment opening in our downtown
5. **Agenda Items**
 - a. **Charlotte Regional Outreach Alliance - Marketing Plan through CharlotteRising discussion**

SaintAmour gave the background on how the marketing plan came to. He acknowledged that the city has great events, but marketing falls short. A steering committee is being put together of local community group members to help guide this initiative. Other groups interested are the chamber, festival alliance, lions club, cpac/schools, nordic fire fest. Speaking to rotary/evening rotary, love for , womens group

- i. Christensen asked if there would be community calendar - SaintAmour noted a community calendar is being built, but Locable has this option as well.
- ii. Laupp noted that if the DDA decided not to fund this, the businesses in our district would still be able to be represented, but the DDA would not have an input.
- iii. Motion - Rodriguez moved DDA be on the steering committee and approve a member to represent the DDA, seconded by Christensen. All in favor.

- iv. Motion - Rodriquez moved to nominate Laupp, seconded by Caporali. All in favor. Laupp accepts the nomination.
- v. SaintAmour suggested a dollar for dollar match to help encourage other entities involvement.

Quorum lost due to Caporali leaving the meeting at 7:15 PM. Official meeting ended due to lack of quorum.