

**Lexington North Shores Mobile Home Community**  
**Advisory Committee Minutes**  
**January 28, 2016 6:00 P.M. - Lexington Community Center**

Meeting called to order by Marty Meloche at 6:00 p.m.

Present: Dickinson, Jarosz, Babisz, Balan, Warren, Twigg, Meloche

Others present: Beth Grohman and 4 residents

Absent: None

Minutes of January 7, 2016 - Motion by Dickinson, seconded by Jarosz, to approve the minutes as presented. All Ayes, Motion Carried

Approval of the Agenda Motion by Dickinson, seconded by Twigg, to approve the agenda as presented.

**Public Comment –**

**Old Business**

1. Ads for Sanilac Tourist Guide - Completed except for typographical changes.
2. Update on Trailers – Three tentative buyers for new mobiles.
3. Park Manager Update – Ad in the Jeffersonian as well as the Village website
4. Review of Budget Recommendations – List of recommendations to be presented to the Village Manager

**New Business**

1. Park Website – Website cost is \$150 per year. Paid by Meloche
2. Ad Committee – Discussion marketing targets, recommendations to target 30-55 year olds, average income of \$100,000, for cottage/vacation homes. Some members voiced concern with the average income, felt \$100,000 is too high to target. Focus on the beach and the walking distance into town, and driving distance. Should target the Macomb, Oakland, and Wayne Counties. Should keep the website updates with weekly events and photos. Discussion on placing ads for local restaurants, bars and other local businesses. Discussion on Social Media advertising.
3. Boat/Trailer Parking – Jarosz discussed possible sites in the Village for parking boats/trailers. DPW, Community Garden area, Boynton Street. Also Jarosz discussed the parking permits for empty lots, permits will allow parking on empty lots for 5-7 days.

**Next meeting date – February 25, 2016 @ 6:00 p.m. at Village Hall**

**Public Comment –**

Pauline Balan – Lot 99 – Commented the deck on Lot 40, deck to close to the property line.

Nick Dickson - Chili Cook Off February 6, 11am-3 pm at the Windjammer \$3 per person.

**Adjournment** – Motion by Dickinson, seconded by Warren, to adjourn the meeting at 7:00 p.m.

All Ayes, Motion carried

Respectfully submitted

Beth Grohman, Village Clerk