



MINUTES

Downtown Development Authority Meeting Thursday, October 11, 2018 7:30 a.m. Village Hall – EOC Room

I. Call to Order

Chairman **Draeger** called the meeting to order at 7:30 a.m.

II. Roll Call:

Present: Draeger (Chair), Heins (Vice-Chair), Blake, Dixon (7:40), Dull, Willison, and M. Hanks (Council Liaison).

Staff Present: Chris Burns (Village Manager), Angela Stanford-Butler (DDA Director) and Maryann Fonkert (Deputy Clerk).

Absent: G. Hanks, LaBelle and Moore

III. Approval of Minutes (9/13/2018)

Motion by **Blake**, second from **Willison**, to approve the Minutes of the September 13, 2018 regular meeting. All in favor, motion carried.

Yes: 6 No: 0

IV. Approval of the Agenda

Motion by **Heins** second from **Dull**, to approve the Agenda as presented. All in favor, motion carried.

Yes: 6 No: 0

V. Financial Reports – Hinga went over the Financial Reports with the Board and shared that the big expenditure to date was the fence along the boardwalk by Old Boy's and, in addition, there were engineering expenses related to the Exchange Street project. **Hinga** also went over the expenses from Bike Week.

Motion by **Dull**, second from **Heins**, to approve the Financial Reports. All in favor, motion carried.

Yes: 7 No: 0

VI. Business

- A.** Trail Lights Update – **Stanford-Butler** reported that the light installation had started and should wrap up on October 17th. **Burns** shared that the trail lights at the far west end of the trail had been painted and now match the other lights.
- B.** Events/Gathering Protocol Update – **Stanford-Butler** reported that they were working on crafting an Events/Gathering Protocol to help make sure that the Village was informed of what events were being planned and held in the community, and that the Village got reimbursed for time spent, use of property and be named as additional insured. **Draeger** suggested that they not price the events out of the Village. **M. Hanks** replied that most all municipalities get reimbursed for their time spent on For-profit events. The **Board** discussed the importance of this protocol and agreed this would be beneficial to the Village.
- C.** 2019 Budget Reminders
- Savidge St. Light Posts – Complete painting after 07/01/19 in a new fiscal year. **Stanford-Butler** reported that the newly re-painted light posts looked great but were making the rest really show their wear, so they needed to make sure to budget for the rest of the posts to be painted right after the start of the new fiscal year.
 - Christmas Banners – This is the last year for use for existing banners. **Stanford-Butler** shared that this was the third year for the banners and they were showing their wear, so if Dull’s team was willing, new banners needed to be designed for next year. **Dull** said they would like to take a look at a new design for the Christmas banners and would like the Board to consider other banners to change out during the year, such as school pride/spirt. **Burns** said if the Board would like to change the color theme for Christmas 2019, they would need to let the decoration company know by February to give them time to make new decorations.
- D.** MDA Membership for Angela Stanford-Butler – **Stanford-Butler** shared that she and **Burns** had discussed what group would be the most effective and beneficial to the community for her to be a member of. **Stanford-Butler** said that Rotary might be the right place for her to be able to keep contact with local businesses. The **Board** discussed the different options and benefits regarding memberships with **Stanford-Butler**. **Burns** asked the Board to think about what they felt might be a good fit for Angela, so they could budget for it.
- E.** Façade Grant Discussion - **Stanford-Butler** reported that she and **Burns** had discussed adding some Branding/Marketing education to go along with façade grants. The **Board** discussed what the limitations might be and the benefits to the businesses for this as a service. The **Board** agreed they would like to add branding/marketing help in with the façade grants.
- F.** Trail Town Designation – **Burns** explained that Trail Town Designation through Pure Michigan was a way to brand a community to get people from the trails to

the downtown business area. **Burns** said that the Village was already 75% of the way to get the designation based on what had been done so far. **Burns** asked the Board to look over the information and decide if this was something they would like to work towards.

- G.** Downtown Redevelopment Update – **Burns** reported that the Planning Commission approved the site plan for Epicurean Village and that she had reached out to MDOT regarding the balconies. **Burns** said that the application for the balconies would have to be submitted by VanKampen’s team, and if it was not approved, they would have to redesign their plan.

Dull shared that Pugsly’s new restaurant should be open by the end of the year.

- H.** Miscellaneous – **M. Hanks** shared that the Heritage Festival Committee has reached out to Michelle Dixon to ask the DDA to be more involved financially with the festival. **Burns** explained that the Village could not legally give a donation or sponsorship to a 501C3 organization, but they did, however, already provide many hours of in-kind assistance from Village staff, Fire Department, Sheriff’s Deputies and DPW for the festival and Memorial Day parade. The **Board** discussed this request and agreed that this was an important event in the Village, but they could not give a monetary donation. **Burns** suggested that volunteering their time, as board members, would be another way they could support the Heritage Festival.

M. Hanks asked if the Board would be interested in having Bob Negan back as a speaker again. The **Board** agreed they would like to have him back in January.

VII. Adjournment:

Motion by **Dixon**, second from **Blake**, the meeting adjourned at 8:53 a.m.

Yes: 7 No: 0

Lou Draeger, Chairman

Maryann Fonkert, Deputy Clerk