



MINUTES

DDA Meeting
Tuesday, January 14, 2020
7:30 a.m. Village Hall – EOC Room

I. Call to Order

Chairman **Heins** called the meeting to order at 7:36 a.m.

II. Roll Call:

Present: Chairman Heins, Callen, Dull, Moore, Van Leeuwen-Vega, and Willison

Absent: Brown, Dixon, G. Hanks and M. Hanks (Council Liaison)

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

III. Approval of Minutes: 12/10/2019 Regular meeting.

Motion by **Moore**, second from **Van Leeuwen-Vega**, to approve the minutes of the December 10, 2019 Regular meeting. All in favor, motion carried.

Yes: 6 No: 0

IV. Approval of the Agenda

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

Yes: 6 No: 0

V. Financial Report – Willison asked what the reimbursements on the report were for. **Burns** said she didn't know for sure so she would ask **Hinga**.

Motion by **Willison**, second from **Callen**, to except the Financial Report. All in favor, motion carried.

Yes: 6 No: 0

VI. Business

A. Resolution to expand the DDA District – Burns shared a proposed resolution and map that Council would contemplate to expand DDA District to include Tanglefoot Park so that all revenues and expenditures would run through the DDA Board for approval. **Burns** said that the process was similar to the 2016 expansion with a public hearing and notifying all tax capturing districts involved, however, this parcel was currently assessed at zero and would remain zero so there was no capture. The **Board** was in favor of adding Tanglefoot to the DDA District.

Motion by **Callen**, second from **Willison**, to support Resolution 2020-01, a Resolution of intent to amend the boundaries of the Downtown District of the Downtown Development Authority and designate a public hearing date. All in favor, motion carried.

Yes: 6 No: 0

B. Overview of the new brand launch – Andy Dull explained that he needed to put numbers to the things that they needed to do yet but wanted to talk about the rollout of the brand and asked what the timing was for the finished Design Manual and if it would include recommendations for sign designs. **Burns** said the Design Manual should be finished by March or April but would be geared towards buildings, not signage. The **Board** discussed signage to go with the new brand, the best time for launching, what would be included in the initial launch and phases for the rest as the budget allowed. **Dull** said he would like to create a list of all the elements which identity fell into and prioritize which ones they want to do in each phase.

C. 2020 Holiday Decorations – Stanford-Butler asked the Board if they were interested in changing the design of the holiday decorations, however, the poinsettias did go great with the new banners that they would be using for 2 more years. The **Board** agreed they liked the poinsettias.

Motion by **Willison**, second from **Moore**, to continue having poinsettias as holiday decorations. All in favor, motion carried.

Yes: 6 No: 0

D. Village Adventure planning to begin – Stanford-Butler reported that the Village Adventure would be held on June 4th, 5th and 6th this year in hopes of better weather and that the planning meetings would be starting soon. **Willison** asked if this would be the permanent date for the adventure. **Stanford-Butler** said she hoped it would.

E. Miscellaneous –

- **Stanford-Butler** shared that Lilley Cares, the charitable foundation for the Lilley Mansion, was planning a garden show on May 30th and 31st and would be held at Tanglefoot Park.
- **Stanford-Butler** shared details of the next Whiz-Bang Training that would be held on March 3rd at Seven Steps Up.
- **Stanford-Butler** reported that Field's Fabrics had asked to have a "15 Minute Parking" sign at the back of their building for patrons to load and unload their sewing machines for repair. The **Board** discussed the fact that it would not be monitored but they would have to rely on integrity to honor the 15 minutes and that this would have to be considered if other businesses asked. **Burns** shared that **Stanford-Butler** was working on a map that showed public parking throughout the DDA and a letter would be sent to the businesses suggesting that their employees park so that patrons had the closest parking. **Dull** thought there needed to be a parking analysis to show how many people lived, worked

and visited the DDA. The **Board** agreed this would be helpful. **Burns** said she would come back to the Board with an RFP for a parking analysis.

Motion by **Moore**, second from **Willison**, to allow one 15 Minute Parking sign behind Field's Fabrics.

Yes: 5 No: 1 (Dull)

VII. Public Comment – There was no public comment.

VIII. Adjournment

Motion by **Van Leeuwen-Vega**, second from **Moore**, the meeting adjourned at 8:16 a.m. All in favor, motion carried.

Yes: 6 No: 0

Doug Heins, Chair

Maryann Fonkert, Deputy Clerk