

DRAFT MINUTES

**Central Business District Development Authority (CBDDA)
Thursday, March 12, 2015
7:30 a.m. Village Hall - Upstairs Conference Room**

I. Call to Order

The meeting was called to order at 7:35 a.m.

II. Roll Call

Present: Constantine, Dean, Draeger, Moore, Nauta and Venhuizen

Staff Present: Marv Hinga (Village Clerk/Treasurer), Roger Belknap (DPW Director), Jennifer Howland (Village Planner), and Maryann Fonkert (Deputy Clerk)

Absent: Dull, Heins and Hanks

III. Swearing In & Introduction of New Member (Andrew Dull – A Good Concept)

Andrew Dull was not able to attend today's meeting and will be sworn in at the May 14, 2015 meeting.

IV. Selection of Chairperson & Vice-Chairperson

Motion by **Venhuizen**, seconded by **Moore**, to nominate Lou **Draeger** for Chairperson and Doug **Heins** for Co-Chair. All in favor, motion carried.

Yes: 6 No: 0

V. Approval of Minutes (01/08/2015)

Motion by **Venhuizen**, seconded by **Moore**, to approve the Minutes of the January 8, 2015 regular meeting. All in favor, motion carried.

Yes: 6 No: 0

VI. Approval of the Agenda

Motion by **Nauta**, seconded by **Moore**, to approve the Agenda as presented. All in favor, motion carried.

Yes: 6 No: 0

VII. Business

- A.** Amendment to the SL Downtown Plan (Jennifer Howland)
 - 1. Attorney Opinion (attached)
 - 2. Ordinance No. 275

Village Planner, Jennifer **Howland**, explained that the first step to amend the SL Development Plan and Tax Increment Financing Plan would be to formulate potential amendments to the Plan. **Howland** went over the proposed amendments that staff has developed, including extending the timeframe of the plan because it expires in December 2015, changing the name from CBDDA to

DDA, and adding allowable expenditures such as land acquisition, streetscape, paving, and branding. She discussed the timeline for amending the plan, which is detailed in the Scholten Fant letter dated January 5, 2015.

B. Appointment of DACC (Jennifer Howland)

Howland went on to explain that the Development Area Citizens Council must be established by the Village Council and consist of not less than nine members. **Howland** then reviewed the procedure to establish the DACC, what would be expected of the members and a suggested schedule of events.

The Committee discussed different options to help recruit the nine members including a press release and/or a letter to residents that would include a map of the CBDDA area and a summarization of the duties and time commitment. Staff will send the CBDDA Board information to share with potential DACC candidates, and staff will also send out a press release and mailing to encourage applicants to self-nominate.

C. DDA Budget (Marv Hinga)

Hinga reviewed Tax Capture and Village Council priorities.

Belknap reported to the Committee that he is in the process of setting up a program to be more specific in tracking different jobs and duties his department does in order to have a better idea on money spent.

The Committee discussed charging a fee or security deposit for sandwich board signs since some businesses are not taking care of them and they are in poor condition.

The Committee also discussed amending the Grant policy to offer larger Grants for façades and fire suppression that would encourage businesses to take advantage of them.

After much discussion regarding the Heritage Festival and ways to help with allowable expenses the Committee suggested moving a portion of the money left in the Façade and Fire Suppression Grant fund that was not going to be used, to Promotions to use on allowable expenses for events in the community.

Motion by **Venhuizen**, seconded by **Dean**, to move \$2,500 from the Grant fund to the Promotions fund. All in favor, motion carried.

Yes: 6 No: 0

D. Updates: Draeger suggested that instead of the usually planned hour for their meetings, they should plan for an hour and a half for future meetings.

- I. **Adjournment:** There being no further business, the meeting adjourned at 9:14 a.m.

Maryann Fonkert, Deputy Clerk