



MINUTES

Central Business District Development Authority (CBDDA) Meeting

Thursday, February 11, 2016

7:30 a.m. Village Hall - E.O.C. Room

I. Call to Order

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

II. Roll Call:

Present: Draeger (Chair), Blake, Dull, Hanks and Willison

Staff Present: Christine Burns (Village Manager) & Maryann Fonkert (Deputy Clerk)

Absent: Dean, Heins, Moore and Nauta

III. Approval of Minutes (1/14/2016)

Motion by **Hanks**, second from **Willison**, to approve the Minutes of the January 14, 2016 regular meeting.

Yes: 5 No: 0

IV. Approval of the Agenda:

Agenda was approved.

Yes: 5 No: 0

V. Business

A. Security Deposit for Sandwich Board Signs

Manager Burns explained that the Village had a standardized sandwich board sign that businesses in the downtown area are required to use that she feels look very classy, but the down side was that they were very expensive costing between \$320 to \$450 to produce and that since they were a free lease to the businesses, they were not always taken care of or returned when a business closed even though business owners sign a lease that states they are responsible for the sign and any damages. **Willison** thought that having identical signs was the complete opposite of good business which was to not look uniform and to stand out, and any advertisement that blends in was poor advertisement. **Willison** said that the cost and the lack of respect for the signs should maybe be considered. **Dull** asked who utilized the signs the best. **Burns** said the core downtown merchants have the best results. **Burns** said once you get out of the core area then the speed increases and the font can't be made big enough to be legible. The **Board** agreed that the signs were not effective where the traffic moves through at a higher speed. **Draeger** asked how many signs were out. **Fonkert** said the Village owns a total of 38 signs, costing \$16,470, and 34 of them were leased out. The **Board**

discussed the number of signs leased out verses the number of signs that were actually being used for advertising. **Willison** said that in his opinion, the uniformity was nice from an aesthetic standpoint but it was still contradictive to business and the expense was unrealistic. **Dull** said he didn't love the signs but if they were effective then it would be good to keep them. The **Board** agreed that no more signs should be purchased at this time and an effort should be made to try and get back signs that were not being used. **Draeger** suggested that a \$200 deposit be put on them going forward and that the new DDA Director be responsible for the signs.

Motion by **Dull**, second from **Hanks** to recommend a \$200 deposit fee for sandwich board sign leases.

Yes: 5 No: 0

B. Job Description for DDA Director

Manager Burns explained that the red lettering on the DDA Director Job description was suggestions that she had received and the last 2 pages were activities that she personally works on and were color coded by priority. **Burns** said she had received an idea from the Villages current Planner that if this person has the skill set that possibly in a year or so they might be able to take over as the Village Planner or at least be more available than the Planner is now. The **Board** discussed this idea and **Dull** said, as a business owner, he had no idea who to call for help and that someone more out in the community would be helpful. The **Board** also discussed who might be suitable for this position, pay level depending on qualifications, number of hours per week, cell phone and a lap top or Surface since there was not an empty desk for that person to use.

Motion by **Willison**, second from **Blake** to approve the DDA Director Job Description as amended and have flexibility on the pay rate.

Yes: 5 No: 0

C. Priorities for 2016

Manager Burns explained that this was a first draft for the 2016/2017 Proposed Budget and went through the departments explaining how they came up with the figures for each of the line items. The **Board** agreed they would like to leave money in the budget for new sandwich board signs in case they decided to purchase a few more. The **Board** also discussed how much would be needed for a new branding campaign consultant. **Dull** said he could put together a proposal on what that might look like from their perspective. **Draeger** asked if it was the intention of the Farmers Market to be self supporting. **Burns** said that it would never be self supporting, that it was like a cemetery or airport being part of what you provide as a quality of life issue and what Council would like to see the property across the street not a structure that was used for 6 hours once a week. **Burns** said they want to see something that was multipurpose and not specific to one thing. **Willison** asked if it would be more of a gathering place. **Burns** said yes something like that. The **Board** discussed the possibility of leaving the fire barn portion of the old Township Hall for a year around farmers market and other activities. **Burns** said they would have a community engagement to ask the residents what they would like to see on that property.

Burns explained that she had received three complaints about the Holiday decorations this year so she suggested leasing decorations. **Burns** said she received prices from Home Town Decoration Displays, a company she had worked with in other communities that manufacture the decorations, put them up, take them down and then store them. **Burns** said they were also responsible for any maintenance or repairs that might be needed. The **Board** discussed this and liked the idea of nice new looking decorations each year that someone else is responsible for taking care of. The **Board** also thought quality verses quantity in regards to the decorations would be best.

Burns said the Board did not need to take action on the budget this evening that they could look it over and vote on it at the March meeting. **Draeger** asked to update some of the numbers that were missing on the budget. **Willison** said he would like to see more spent towards maintenance. **Draeger** asked if staff had an inventory of churches and schools that rent out their gym or rooms to residents. **Burns** said that they do not have a list like that.

VI. Next Meeting: Thursday, March 10, 2016

VII. Adjournment: There being no further business the meeting was adjourned at 8:45 a.m.

Louis Draeger, Chairperson

Maryann Fonkert, Deputy Clerk