

**CITY OF LAPEER
MINUTES OF A REGULAR
DOWNTOWN DEVELOPMENT AUTHORITY MEETING
MAY 25, 2016**

A regular meeting of the City of Lapeer Downtown Development Authority was held in the Conference Room at Lapeer City Hall, 576 Liberty Park, Lapeer, Michigan on Wednesday, May 25, 2016 at 8:00 a.m.

Members Present: Chairman Dan Gerlach, Vice Chairman Tim Roodvoets, Ms. Jolane Grossbauer, Mr. Ray Davis, Mr. Tom Benton, Mr. Bruce Cady, Mr. Doug Hodge, Mr. Tony Macksoud, Mr. Dan Osentoski, Ms. Catherine Bostick-Tullius and Mr. Patrick Hingst.

Members Absent: Mr. Dan Sharkey and Mr. Bill Sprague.

Also Present: Mr. Jim Alt, Executive Director, and Mr. Todd Alexander, Public Safety Director.

Chairman Gerlach called the meeting to order at 8:03 a.m.

PUBLIC COMMENTS

There were no public comments.

CONSENT AGENDA

It was moved by Mr. Hodge and supported by Mr. Davis to approve the Consent Agenda for May 25, 2016 as follows:

1. Approval of minutes of regular DDA meeting held on April 27, 2016; and
2. Approval of Treasurer Report and Bill Listing.

MOTION CARRIED.

COMMITTEE REPORTS

Executive Committee

There was not a report.

Design Committee

Mr. Alt reported one new Facade Loan Program application has been distributed to a potential participant and Sign Assistance Program applications and reimbursements have been approved for Whitney Insurance and Intuitive Touch. Discussion was held regarding funding for architectural assistance for the Facade Loan Program.

It was the consensus of the board not to convene to a Lapeer Main Street, Inc. meeting.

Property Maintenance/Beautification Committee

Discussion was held on the newly opened Lapeer County Bank & Trust drive-up ATM.

Development Committee

There was not a report.

Center for the Arts Council Liaison

Ms. Grossbauer updated the board on the upcoming Smithsonian Home Town Teams national exhibit, VIP unveiling event and related activities, the Art on Nepessing festival and stated the MCACA grant application is due June 1st, that the scheduling of the next season is nearly complete and the sponsorship campaign will begin next month.

Chamber of Commerce Liaison

Mr. Macksoud reported the Chamber is working on the Lapeer Days festival and discussion was held regarding increased cost of the entertainment acts.

STAFF REPORT

Executive Director

Mr. Alt updated the board on the Michigan Main Street Program training held in Howell on May 19th, the next training scheduled June 21st in Wayne and stated the 2016 agreement has been signed and returned and the 1st quarter report for the Main Street program has been received. Mr. Alt also updated the board on grant workshops attended in Caro sponsored by Senator Mike Green and the GFAC workshop held at the Center for the Arts. Mr. Alt reviewed various businesses planning to open downtown, the available properties, status of the pocket park design and cost estimate to be provided by Rowe Professional Services Company, relocation of the existing downtown bike rack to the Fox Street Mall area and owner improvements planned to Cheers Pub.

Mr. Alt reviewed the status of the Little Free Libraries project which will include participation of an Eagle Scout assisting in the fundraising, building and volunteers for the project, social media activities, the response received to the electronic downtown newsletter and plans by the County Press to feature downtown Lapeer monthly with reduced advertising costs for downtown businesses. Mr. Alt updated the board on the Art on Nepessing event which features 39 downtown businesses participating by displaying artwork, the Car Cruise events which have expanded to include the block in front of the Pix Theatre, the Summer Concert Series scheduled to begin June 9th and various topics raised and discussed at the Coffee with the Commish meetings which have been rescheduled to Sundays for the summer.

Discussion was held regarding the planned opening of Chef G's by the end of July, the increase in downtown business traffic during the car cruise events and businesses holding extended evening hours on Monday's during the cruise.

OLD BUSINESS

M-24 Electronic Sign

Mr. Alt reported the City Commission agreed to commit \$12,000 towards funding one-third of the cost to replace the M-24 electronic sign contingent up on the DDA raising the remaining two-thirds of \$24,000 for a total estimated replacement cost of \$36,000. Discussion was held regarding potential funding sources for the sign replacement including industrial and commercial business sponsorships, the Lapeer County Community Foundations and the 100 for \$100 annual giving campaign utilized by the City of Howell.

Discussion was held regarding sign design options, the need to raise the height of the sign for increased visibility, use incentives for businesses to contribute toward the replacement cost, the possibility of charging for use of the sign, insuring the new sign and approaching the Chamber of Commerce for participation in the replacement cost. After discussion, it was the consensus of the board to proceed with completing a design for the sign replacement in order to provide the plan to potential funding donors.

OTHER BUSINESS

Michigan Main Street

Mr. Alt reported the next Michigan Main Street Program training is scheduled for June 21st in Wayne, that the next step for the program is to bring the Main Street community to Lapeer and reviewed the requirements to apply to move up to the Select Level. Mr. Alt reviewed various benefits provided by the MEDC to Select Level members and stated the Steering Committee make up needs to be decided. Discussion was held regarding scheduling a site visit by MEDC representatives and the need to produce a communications plan.

2016-2017 Operating Budget

Mr. Alt stated the revised 2016-2017 DDA Operating Budget includes revenues for the \$12,000 commitment from the City towards the M-24 electronic sign replacement cost, the \$36,000 total expenditure for the sign replacement and reduction of the annual Administrative Fee to \$6,097 approved by the City Commission. Discussion was held regarding the \$59,293 for Pix Theatre damage revenues over expenditures currently included in the fund balance and funds available for the M-24 electronic sign replacement.

After discussion, it was moved by Mr. Cady and supported by Mr. Macksoud to recommend the City Commission approve the revised 2016-2017 DDA Operating Budget as presented. **MOTION CARRIED.**

ADJOURNMENT

There being no further business, it was moved by Mr. Cady and supported by Mr. Macksoud to adjourn the meeting at 9:00 a.m. **MOTION CARRIED.**

Mr. Tom Benton
Secretary