

**CITY OF LAPEER  
MINUTES OF A REGULAR  
DOWNTOWN DEVELOPMENT AUTHORITY MEETING  
JULY 27, 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, July 27, 2016 at 8:00 a.m.

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

**Members Absent:** Mr. Dan Sharkey, Mr. Ray Davis and Mr. Bill Sprague.

**Also Present:** Mr. Jim Alt, Executive Director, Mr. Todd Alexander, Public Safety Director, and Ms. Britteny Hoszkiw, Michigan Main Street Center.

Chairman Gerlach called the meeting to order at 8:00 a.m.

**PUBLIC COMMENTS**

There were no public comments.

**CONSENT AGENDA**

It was moved by Mr. Cady and supported by Mr. Hodge to approve the Consent Agenda for July 27, 2016 as follows:

1. Approval of minutes of regular DDA meeting held on June 22, 2016; and
2. Approval of Treasurer Report and Bill Listing.

**MOTION CARRIED.**

**COMMITTEE REPORTS**

**Executive Committee**

Mr. Alt reported the Executive Committee met and reviewed the DDA Development Plan in order to determine current priorities to focus on including promotional events, reviewing compliance with the Master Plan, investment in the private sector and working with businesses on marketing training sessions as well as ongoing items including sidewalk repairs, downtown flower planters, etc.

Ms. Bostick-Tullius informed the board the Executive Committee approved a wage increase for Mr. Alt retroactive to his one year hire date anniversary.

**Design Committee**

Mr. Alt reported Facade Loan Program applications have been distributed to Red Room Social Club and Beautiful U Salon and that Sign Assistance Program applications from Lapeer Spa and Jocuns Law have been received. It was moved by Mr. Roodvoets and supported by Ms. Bostick-Tullius to approve the Sign Assistance Program designs for Lapeer Spa and Beautiful U Salon. **MOTION CARRIED.**

It was moved by Mr. Macksoud and supported by Ms. Grossbauer to convene to a Lapeer Main Street, Inc. meeting. **MOTION CARRIED.**

### **LAPEER MAIN STREET, INC.**

#### **Facade Loan Program - Architectural Services**

Mr. Alt reported he has requested information from Rowe Professional Services Company regarding the level of architectural services available for \$2,500 and has not yet received a response.

#### **Semi-Annual Financial Report**

The Lapeer Main Street, Inc. Semi-Annual Financial Report was reviewed. It was noted that all loans have been paid in full and the amount of current cash on hand may be able to fund a new loan without borrowing from the bank.

It was moved by Mr. Macksoud and supported by Mr. Benton to adjourn the Lapeer Main Street, Inc. meeting and to reconvene the Downtown Development Authority meeting. **MOTION CARRIED.**

#### **Property Maintenance/Beautification Committee**

Mr. Macksoud reported the Farmers' Market pavilion lighting timer is still malfunctioning. Chief Alexander will follow up with the DPW on this issue.

Discussion was held on the increased foot traffic in the downtown area created by Pokémon Go game participants.

#### **Development Committee**

There was not a report.

#### **Center for the Arts Council Liaison**

Ms. Grossbauer updated the board on the Smithsonian Home Town Teams exhibit including the Channel 12 news story and tracking the number of visitors to the main exhibit and related events. Ms. Grossbauer also updated the board on upcoming art classes, Gallery 194 exhibits and development of the sponsorship/marketing brochure.

#### **Chamber of Commerce Liaison**

Mr. Macksoud reported the Chamber is focusing on the Lapeer Days festival.

### **STAFF REPORT**

#### **Executive Director**

Mr. Alt introduced Britteny Hoszkiw of the Michigan Main Street Center stating she will be in Lapeer all day and reviewed the various activities planned with Ms. Hoszkiw including a community wide Michigan Main Street informational meeting at 6:30 p.m. today at the Old Courthouse. Mr. Alt updated the board on upcoming MMS webinars, the Optimist Club's plan for a Halloween-themed event on October 8<sup>th</sup> to include a beer tent in conjunction with

other downtown activities and his attendance at the Rotary Park Dog Park Committee meeting, the Crowd Funding Workshop hosted by the Michigan Center for Innovation, which may be utilized to fund the Dog Park and the Pocket Park next to the Pix Theatre, and the Chamber Wake Up Lapeer meeting. Mr. Alt reported upcoming Coffee with the Commish meetings are scheduled for Saturday July 30<sup>th</sup> which is a teen edition and Sunday July 31<sup>st</sup>.

Mr. Alt also updated the board on new business openings, relocations and available properties, the flower sponsor appreciation signs in the downtown planters, repainting of the Cheers building at 440 N. Saginaw, the cost estimates received for electrical, plumbing and drainage for the pocket park next to the Pix Theatre, social media activity and the remaining three bands scheduled to perform at the downtown summer concerts. Mr. Alt reported he is working with the Chamber of Commerce on methods to increase the involvement of the downtown businesses during the Lapeer Days festival and the status of relocating his office to the Lyric Mall space currently under renovation.

Discussion was held regarding interest by Crankshaft Coffee in locating downtown, whether any special programs are available to provide additional liquor licenses for new downtown businesses and requirements for a Bistro License and a Redevelopment Liquor License.

## **OLD BUSINESS**

### **M-24 Electronic Sign**

Mr. Alt reported Sky Electric worked on the M-24 electronic sign and was able to get the south side of the sign working, that the three quotes for a new sign average \$35,000 and he is investigating the requirements to replace and/or enlarge the current sign.

Mr. Macksoud reported the Chamber may be paying the entire \$6,000 balance of the electrical improvement loan which could be dedicated towards funding the new sign.

## **OTHER BUSINESS**

### **Michigan Main Street**

Ms. Britteny Hoszkiw of the Michigan Main Street Center was present and provided an overview on the philosophy of the Michigan Main Street Program including focus on historic preservation, economic development, volunteer work and working with the business community. Ms. Hoszkiw reviewed various technical assistance available to Select Level communities free of charge, the private investment returns the program provides and the need to determine the level of community commitment in participating in the development of the downtown area.

Discussion was held regarding the five year contract required for acceptance to the Select Level of the program, benchmarks needed for determining the level of broad based community involvement to support the program and the Master Level which serves as a maintenance program.

**ADJOURNMENT**

There being no further business, it was moved by Mr. Hodge to adjourn the meeting at 9:10 a.m.

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Mr. Tom Benton  
Secretary