

**CITY OF LAPEER  
MINUTES OF A REGULAR  
DOWNTOWN DEVELOPMENT AUTHORITY MEETING  
JANUARY 25, 2017**

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, January 25, 2017 at 8:00 a.m.

**Members Present:** Chairman Dan Gerlach, Vice Chairman Tim Roodvoets, Ms. Jolane Grossbauer, Mr. Dan Osentoski, Mr. Ray Davis, Mr. Pat Hingst, Mr. Tom Benton, Ms. Catherine Bostick-Tullius, Mr. Dan Sharkey.

**Members Absent:** Mr. Bruce Cady, Mr. Tony Macksoud, Mr. Doug Hodge and Mr. Bill Sprague.

**Also Present:** Mr. Jim Alt, Executive Director, Mr. Dale Kerbyson, City Manager, 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 Ms. Bostick-Tullius and supported by Mr. Roodvoets approve the Consent Agenda for January 25, 2017 as follows:

1. Approval of minutes of regular DDA meeting held on November 23, 2016;
2. Approval of Treasurer Report and Bill Listing; and
3. Acceptance of DDA Audit Report for period ended June 30, 2016.

**MOTION CARRIED.**

**MAIN STREET COMMITTEE REPORTS**

**Organization / Executive Committee**

Ms. Bostick-Tullius reviewed the revised committee categories and meeting agenda format in anticipation of the DDA's acceptance into Select Level participation in the Michigan Main Street Program. Ms. Bostick-Tullius stated a recent meeting with MEDC representatives was held regarding the Select Level application and reviewed the two resolutions required for Select Level participation.

It was moved by Mr. Benton and supported by Mr. Roodvoets to approve the Resolution of Support for the Michigan Main Street Program Select Level and the Resolution to Commit to Transition to the Michigan Main Street Board upon Acceptance to the Select Level.

**RESOLUTION OF SUPPORT  
CITY OF LAPEER  
DOWNTOWN DEVELOPMENT AUTHORITY  
MICHIGAN MAIN STREET PROGRAM**

WHEREAS, the City of Lapeer Downtown Development Authority has fulfilled the requirements of the Associate level of the Michigan Main Street program and has applied to become a Select level Main Street community; and

WHEREAS, the City of Lapeer Downtown Development Authority recognizes the importance of the downtown district to the community and region as well as the need for revitalization of the downtown district; and

WHEREAS, the City of Lapeer's downtown district meets the physical characteristics of a Traditional Downtown; and

WHEREAS, the downtown district is vital to our community's identity and quality of life and it is the DDA's goal to reverse the historic trend which has led to the loss of population, jobs and businesses in the downtown district and to work on the continued improvement, revitalization and development of the downtown district; and

WHEREAS, the Michigan Main Street Program requires a resolution of support to fulfill the requirements of the Select Level Main Street Program for 2017.

THEREFORE, BE IT RESOLVED that the City of Lapeer Downtown Development Authority authorizes a Resolution of Support and agrees to fulfill the requirements of the Select Level Michigan Main Street Program and authorizes Chairman Dan Gerlach to sign all related documents of behalf of the City of Lapeer Downtown Development Authority.

**ON A ROLL CALL VOTE:**

**AYES:** Mr. Gerlach, Mr. Roodvoets, Ms. Grossbauer, Mr. Osentoski, Mr. Davis, Mr. Hingst, Mr. Benton, Ms. Bostick-Tullius and Mr. Sharkey.

**NAYES:** None.

**ABSTAIN:** None.

**ABSENT:** Mr. Cady, Mr. Macksoud, Mr. Hodge and Mr. Sprague.

**MOTION CARRIED AND RESOLUTION ADOPTED.**

**CITY OF LAPEER  
DOWNTOWN DEVELOPMENT AUTHORITY  
MICHIGAN MAIN STREET PROGRAM**

WHEREAS, the City of Lapeer Downtown Development Authority has fulfilled the requirements of the Associate level of the Michigan Main Street Program and has applied to become a Select level Main Street community; and

WHEREAS, the Michigan Main Street Program requires a resolution of support stating the City of Lapeer Downtown Development Authority board agrees to serve as the Michigan Main Street board and follow the Main Street Four Point Approach;

THEREFORE, BE IT RESOLVED that the City of Lapeer Downtown Development Authority authorizes a Resolution of Support and agrees to serve as the Michigan Main Street board and follow the Main Street Four Point Approach in the event the City of Lapeer Downtown Development Authority is accepted into the Select Level of the Michigan Main Street Program.

**ON A ROLL CALL VOTE:**

**AYES:** Mr. Gerlach, Mr. Roodvoets, Ms. Grossbauer, Mr. Osentoski, Mr. Davis, Mr. Hingst, Mr. Benton, Ms. Bostick-Tullius and Mr. Sharkey.

**NAYES:** None.

**ABSTAIN:** None.

**ABSENT:** Mr. Cady, Mr. Macksoud, Mr. Hodge and Mr. Sprague.

**MOTION CARRIED AND RESOLUTION ADOPTED.**

**Executive Director Evaluation / Employment Agreement Renewal**

Ms. Bostick-Tullius updated the board on the Executive Committee's performance review/one year evaluation of Executive Director Jim Alt and distributed the review summary to the board. Ms. Bostick-Tullius reported the committee recommends increasing Mr. Alt's annual salary to \$40,000. It was moved by Ms. Grossbauer and supported by Mr. Davis to increase Mr. Alt's annual salary to \$40,000. **MOTION CARRIED.**

It was moved by Ms. Bostick-Tullius and supported by Mr. Benton to renew the DDA Executive Director Employment Agreement with Mr. Alt for a period of one year. **MOTION CARRIED.**

**Design Committee**

Mr. Alt reported Health Quest has submitted a new sign assistance application, Lapeer Spa has completed installation of their signage and will be reimbursed and that no new facade loan applications have been submitted. Mr. Alt stated one business has expressed interest in the Facade Loan Program and that he will be developing before and after advertising material for the program.

**Property Maintenance/Beautification Committee**

There was not a report.

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

The Lapeer Main Street, Inc. semi-annual financial report was submitted for review.

**Economic Restructuring Committee (Formerly Development Committee)**

Mr. Alt stated he will be scheduling more regular committee meetings in order to identify potential development project and that he plans to work towards getting all of the various DDA committees more active.

**Promotion/Marketing Committee**

Ms. Osentoski stated the committee meets the 1<sup>st</sup> Tuesday of each month, that recent efforts have focused on the Downtown Directory project, that 500 additional copies of the directory will be ordered this year and that sub-committees have been formed for each of the various yearly downtown events.

Mr. Alt reported the Pub Crawl held in conjunction with the WinterFest event was successful and received positive feedback.

## **OTHER REPORTS**

### **Main Street Steering Committee**

Mr. Alt updated the board on the recent meeting with representatives of the Michigan Main Street Program which provided guidance on various areas to focus on in the Select Level application which will require letters of interest and pledges of support when resubmitted on January 27<sup>th</sup>. Mr. Alt reviewed the Select Level application presentation scheduled for February 14<sup>th</sup> in Lansing. Discussion was held on developing a new database for sponsor contacts.

### **Chamber of Commerce**

There was not a report.

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

Ms. Grossbauer updated the board on Center for the Arts activities including recent and upcoming exhibits, performances, classes and a Euchre Tournament scheduled for February 10<sup>th</sup>. Discussion was held regarding the recent sold out Journey tribute band concert and the impact on downtown and surrounding area businesses.

## **STAFF REPORT**

### **Executive Director**

Mr. Alt thanked the board members for their help during his first year stating the position has been a challenging learning experience, that he feels good progress was made in 2016 and the groundwork has been laid for a productive 2017 year. Mr. Alt highlighted his goals and objectives for 2017 in addition to focusing on the Main Street Program including increasing committee meetings and activities, developing a database showing the result of community support, spending more time with individual downtown business owners and updating the "Doing Business in Lapeer" information. Mr. Alt stated he will continue pursuing various projects including the Facade Loan Program, Little Free Libraries, the bench repainting project, recycling bins, pedestrian friendly downtown signage, bike racks and that he is open to other ideas when he meets with each committee.

Mr. Alt reported the building at 525 N. Saginaw Street is being renovated and updated the board on various new businesses opening downtown. Mr. Alt reviewed the cost breakdown received for the pocket park project adjacent to the Pix Theatre including pending cost information for fencing, tables, seating and potential funding sources for the project. Discussion was held regarding whether the City could provide assistance with the costs of utilities and infrastructure for the project.

Mr. Alt also updated the board on social media activities including the DDA's presence on Facebook, Twitter, Google and Google Plus.

## **NEW BUSINESS**

### **Election of Officers**

It was the consensus of the board to postpone the annual election of officers until the February meeting.

### **Committee/Chair Assignments**

It was the consensus of the board to postpone action on committee assignments until the February meeting.

## **OLD BUSINESS**

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

Mr. Alt reported he has requested quotes from two additional sign companies for the M-24 electronic sign replacement project and will provide additional information at the next meeting.

## **OTHER BUSINESS**

Discussion held regarding maintenance needed to the I-69 DDA sign.

City Manager Kerbyson updated the board on the status of previous issues concerning the City's Building Department at various downtown business locations. Discussion was held regarding the need to streamline the process for opening a business in the City, potential funding sources for architectural assistance for downtown buildings requiring fire suppression and creating a Ombudsman's office or other third party to assist business owners in working with the City Building Department. It was the consensus of the board to research methods used by other community building departments for discussion at the next meeting.

## **ADJOURNMENT**

There being no further business, it was the consensus of the board to adjourn the meeting at 9:27 a.m.

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Mr. Tom Benton  
Secretary