

**CITY OF LAPEER
MINUTES OF A REGULAR
DOWNTOWN DEVELOPMENT AUTHORITY
LAPEER MAIN STREET MEETING
OCTOBER 25, 2017**

A regular meeting of the City of Lapeer Downtown Development Authority and Lapeer Main Street was held at Lapeer City Hall, 576 Liberty Park, Lapeer, Michigan on Wednesday, October 25, 2017 at 8:00 a.m.

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

Members Absent: Mr. Tony Macksoud, Mr. Bill Sprague, Mr. Pat Hingst and Mr. Dan Sharkey

Also Present: Mr. James Alt, Executive Director, Mr. Dave Frisch, Public Safety Director, and Ms. Jill Lyons, CFA Executive Director.

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 Ms. Grossbauer to approve the Consent Agenda for October 25, 2017 as follows:

1. Approval of minutes of DDA meeting held on September 27, 2017; and
2. Approval of Treasurer Report and Bill Listing.

MOTION CARRIED.

Executive Committee

There was not a report.

MAIN STREET COMMITTEE REPORTS

Design Committee

Mr. Alt reported the committee is preparing their Main Street Program work plan for approval at the November meeting and that the pocket park signage should be ready for installation soon. Mr. Alt distributed for review the Sign Assistance Program signage design for Comic Explosion located at 216 E. Nepessing. It was moved by Ms. Bostick-Tullius and supported by Mr. Roodvoets to approve the Comic Explosion signage design. **MOTION CARRIED.**

Organization Committee

Ms. Bostick-Tullius reported the committee continued preparation of their Main Street Program work plans for communication, fund development and volunteers including due dates, projected costs and revenues for approval at the November meeting.

Economic Restructuring Committee

Mr. Osentoski reported the committee has changed their meeting date to the first Wednesday at noon and continued preparation of their Main Street Program work plan for approval at the November meeting.

M-24 Electronic Sign

Mr. Alt reported the new M-24 electronic sign should be installed by mid-November and reviewed the proposed plan for use and advertising time rental for the new sign. Discussion was held regarding use of the sign by the Chamber of Commerce and whether to restrict their use to Chamber events only. It was the consensus of the board to allow the Chamber to utilize their allowed slots as they see fit and to also allow the City one slot per week up to 52 times per year to match the Chamber's allowed slots. It was moved by Mr. Roodvoets and supported by Mr. Stroh-Piechowski to approve the plan for use of the new M-24 electronic sign as amended. **MOTION CARRIED.**

Promotion Committee

Mr. Alt reported the committee is preparing their Main Street Program work plan and updated the board on the recent downtown events including the Zombie Walk and the upcoming Treat Walk event.

OTHER REPORTS

Center for the Arts

Ms. Grossbauer distributed the CFA quarterly financial report and updated the board on recent and upcoming events, performances and exhibits at the Pix Theatre and Gallery 194. Ms. Grossbauer also updated the board on MCACA and NEA grants received and the large increase in ticket pre-sales. Ms. Lyons stated the committee has begun preparation of the 2018-19 season brochure in an effort to print and distribute the brochures earlier. Ms. Grossbauer reported attendance at the Oktoberfest event was up, however, sales were down due to hot weather the day of the event.

STAFF REPORT

Executive Director

Mr. Alt reported he recently spent time talking with downtown businesses some of which have expressed dissatisfaction with the constant Saturday street closures and the fact that there doesn't appear to be enough Farmers' Market vendors to warrant closing Nepessing Street. Discussion was held regarding the need to promote the available parking areas downtown, the possibility of requiring the Special Event application to include information on how the event benefits downtown and the need for directional signage to alternate traffic routes and parking areas. It was the consensus of the board to forward the issue of the directional signage to the Design Committee. Public Safety Director Frisch stated the City has discouraged permitting foot races in the downtown area to limit street closures, that the Farmers' Market generates foot traffic downtown, that an event tent should draw people to the downtown area, that Lapeer is getting to be known for family friendly events and that the directional signage will help.

Mr. Alt reported the County Press published an article on October 18th regarding an issue with the DDA's capture of the recent EMS millage funds. Discussion was held whether or not to issue an official response from the DDA to the article. After discussion it was the consensus of the board not to issue an official response and to instead issue a press release educating the public on the DDA's operations, purpose and contributions made to downtown Lapeer.

Mr. Alt stated the next DDA meeting falls on the day before Thanksgiving and reminded the members that attendance at the meeting is important due to the need to approve the Main Street Program committee work plans. Mr. Alt also reminded the members to keep track of volunteer hours, informed the board a downtown business has expressed interest in participating in the Facade Loan Program and requested the board members share DDA social media posts to help promote downtown events.

OTHER BUSINESS

December Meeting Cancellation

It was moved by Mr. Cady and supported by Ms. Grossbauer to cancel the December DDA meeting. **MOTION CARRIED.**

ADJOURNMENT

There being no further business, it was moved by Mr. Roodvoets to adjourn the meeting at 8:58 a.m.

Mr. Dan Osentoski
Secretary