

**CITY OF LAPEER
MINUTES OF A REGULAR
DOWNTOWN DEVELOPMENT AUTHORITY MEETING
FEBRUARY 22, 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, February 22, 2017 at 8:00 a.m.

Members Present: Chairman Dan Gerlach, Vice Chairman Tim Roodvoets, Ms. Jolane Grossbauer, Mr. Dan Osentoski, Mr. Bruce Cady, Mr. Pat Hingst, Ms. Catherine Bostick-Tullius and Mr. Dan Sharkey.

Members Absent: Mr. Ray Davis, Mr. Tony Macksoud, Mr. Doug Hodge, Mr. Tom Benton 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 8:02 a.m.

PUBLIC COMMENTS

There were no public comments.

CONSENT AGENDA

It was moved by Ms. Bostick-Tullius and supported by Mr. Sharkey to approve the Consent Agenda for February 22, 2017 as follows:

1. Approval of minutes of DDA meeting held on January 25, 2017; and
2. Approval of Treasurer Report and Bill Listing.

MOTION CARRIED.

MAIN STREET COMMITTEE REPORTS

Organization / Executive Committee

Employment Contract

Ms. Bostick-Tullius distributed the 2016-2107 Identified Priorities list of Jim Alt's employment agreement for the board's review.

National Main Street Membership

Mr. Alt reviewed the incentives and benefits of joining National Main Street. Discussion was held regarding the \$350 annual membership cost and the need to prepare a budget amendment. After discussion, it was moved by Ms. Bostick-Tullius and supported by Mr. Roodvoets to approve the DDA becoming a National Main Street member at an annual cost of \$350. **MOTION CARRIED.**

National Main Street Training – May 1 – 3

Mr. Alt stated in the event Lapeer is chosen to participate in the Select Level of the Michigan Main Street program, a representative from Lapeer is expected to attend the National Main Street training conference. Mr. Alt reported the 2017 conference is in Pittsburgh, PA, that in the event he is approved to attend the registration fee is \$650 and

there would no lodging costs this year due to his acquaintances in the Pittsburgh area. Discussion was held regarding reimbursing Mr. Alt for mileage and meals and the benefits of attending the national conference. After discussion, it was moved by Ms. Bostick-Tullius and supported by Mr. Cady to authorize Mr. Alt to attend the 2017 National Main Street Conference in Pittsburgh, PA May 1st thru May 3rd with reimbursement for mileage and meals. **MOTION CARRIED.**

Pledges – Administration

Mr. Alt stated a policy is being developed for the procedures for collecting funds raised through Main Street Program pledges and Crowd Funding projects stating a separate savings account has been opened to track the funds. Discussion was held regarding sending a thank you/reminder letter to people who pledged funds to the Main Street Program.

Design Committee

Mr. Alt reported there has been no new Facade Loan Program activity and the new Health Quest signage has been installed and is awaiting final paperwork for reimbursement.

Property Maintenance/Beautification Committee

There was not a report.

Economic Restructuring Committee

There was not a report.

Promotion Committee

Mr. Osentoski stated the committee has been focused on the recent Michigan Main Street Program presentation in Lansing and finalizing the 2017 Downtown Directory.

OTHER REPORTS

Main Street Steering Committee

Mr. Alt updated the board on the recent Michigan Main Street Program presentation made to the MEDC in Lansing to become a Select Level participant stating 18 supporters were in attendance, that over \$7,000 in pledges was raised in two weeks and that Lapeer should be notified by the end of the month on the selection.

Ms. Bostick-Tullius stated Representative Gary Howell attended the presentation along with representatives of the Lapeer media and downtown business owners and requested a thank you letter be sent to Dan Grinnell for his production of the Link Up Lapeer video.

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 Pix Theatre youth drama classes, upcoming performances, recent and upcoming Gallery 194 exhibits and the recent Euchre Tournament fundraiser. Mr. Grossbauer stated the annual sponsorship drive will be starting earlier this year and that Channel 12 held a live broadcast at Gallery 194 from 5 a.m. to 7 a.m. today.

STAFF REPORT

Executive Director

Mr. Alt reviewed his goals to increase focus on in 2017 including expanding the branding of downtown, the Facade Loan Program, new business recruitment & retention marketing materials and attendance at the Michigan Downtown Association training workshop in March. Mr. Alt reported he recently served as a MCACA grant reviewer and updated the board on increased social media activity and a potential promotional opportunity for Lapeer to serve as a pilot community for the new Wantifi downloadable app. Mr. Alt stated he has also been working on the 2017 Downtown Directory and information for downtown Lapeer's participation in the upcoming County Press Progress Edition.

NEW BUSINESS

Election of Officers

After discussion it was moved by Mr. Cady and supported by Ms. Grossbauer to nominate and elect Dan Gerlach as DDA Chairman, Tim Roodvoets as DDA Vice Chairman, Catherine Bostick-Tullius as DDA Treasurer and Dan Osentoski as DDA Secretary.

MOTION CARRIED.

Committee/Chair Assignments

Mr. Alt reviewed the new committee/chair member assignments for the Design Committee, the Economic Restructuring Committee and the Promotion Committee and stated a final list will be submitted at the next meeting.

OLD BUSINESS

M-24 Electronic Sign

Mr. Alt reported he received a quote of \$36,000-\$37,000 from Signs by Crannie to replace the M-24 electronic sign and that an additional quote on the cost to raise the sign height is expected next week.

Pocket Park

Mr. Alt reported the \$108,000 approximate cost for development of the pocket park on the vacant parcel next to the Pix Theatre does not include fencing or stone tables. Discussion was held regarding utilizing the MEDC Patron City Crowd Funding process to fund the park, other potential funding sources and the need to avoid competition with the Dog Park Committee's Crowd Funding plans.

ADJOURNMENT

There being no further business, it was the consensus of the board to adjourn the meeting at 8:46 a.m.

Mr. Dan Osentoski
Secretary