

**CITY OF LAPEER
MINUTES OF A REGULAR
DOWNTOWN DEVELOPMENT AUTHORITY
LAPEER MAIN STREET MEETING
APRIL 26, 2017**

A regular meeting of the City of Lapeer Downtown Development Authority and Lapeer Main Street was held in the Conference Room at Lapeer City Hall, 576 Liberty Park, Lapeer, Michigan on Wednesday, April 26, 2017 at 8:00 a.m.

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

Members Absent: Mr. Bill Sprague.

Also Present: Mr. James Alt, Executive Director, Mr. Dale Kerbyson, City Manager, and Mr. Todd Alexander, Public Safety 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. Hodge and supported by Mr. Cady to approve the Consent Agenda for April 26, 2017 as follows:

1. Approval of minutes of DDA meeting held on March 22, 2017; and
2. Approval of Treasurer Report and Bill Listing.

MOTION CARRIED.

MAIN STREET COMMITTEE REPORTS

Organization / Executive Committee

FY 2017-2018 Operating Budget

Mr. Alt reviewed the draft DDA Operating Budget for Fiscal Year 2017-2018. Discussion was held regarding potential funding sources for replacement of the M-24 electronic sign and Michigan Main Street pledges, revenues and expenses.

It was moved by Ms. Bostick-Tullius and supported by Mr. Cady to approve the FY 2017-2018 DDA Operating Budget as presented. **MOTION CARRIED.**

Design Committee

Sign Assistance Program

Mr. Alt updated the board on potential new Sign Assistance Program participating businesses including Lola's Salon and Blondie's/Dagwood's.

Property Maintenance/Beautification Committee

Mr. Alt reported the Eagle Scouts have been revamping the downtown cupolas including wood repairs and repainting and that the Rotary Club has agreed to donate an additional \$200 towards downtown flowers for a Purple for Polio designated planting area.

Pocket Park

Mr. Alt reported the design of the downtown pocket park will be reviewed and discussed at the next Design Committee meeting.

Economic Restructuring Committee

Mr. Alt reported a meeting date for the Economic Restructuring Committee will be scheduled for the mid to end of May and that there has been no activity in the Facade Loan Program.

Promotion Committee

Mr. Osentoski updated the board on the April 4th Promotion Committee meeting including the 2017 Downtown Directory which is currently being printed, the Summer Concert Series which has been fully booked and the Monday Cruise events which have received increased sponsorships including a new V8 \$750 category sponsorship from Milnes Ford and Jim Riehl's Friendly Chrysler/Dodge. Mr. Osentoski reported the committee is also focusing on the Michigan Main Street Program strategy.

Mr. Alt updated the board on the committees work on the Art on Nepessing event which begins May 9th and will include an Art Stroll/Pub Crawl on May 19th and the art festival portion on June 2nd and 3rd featuring a stage, beer tent and chili cook-off.

Mr. Osentoski reported a Tourism subcommittee has been formed, that a monthly newsletter will be developed and planning for the Zombie Walk and Winter Fest has begun.

OTHER REPORTS

Center for the Arts

Ms. Grossbauer updated the board on Center for the Arts activities including recent and upcoming performances, events and classes at the Pix Theatre, the need for Art on Nepessing event volunteers and stated work is continuing on the sponsorship drive and grant applications.

Discussion was held on the potential for the Center for the Arts to become self supporting at some point in the future, requesting an annual update on the progress toward the self supporting status and the need to submit CFA regular financial reports to the DDA.

STAFF REPORT

Executive Director

Mr. Alt updated the board on the Michigan Main Street Program Baseline Assessment visit held on March 30th & 31st, the lack of attendance at the visioning/strategy session of the visit and the level of commitment and volunteer time needed from the current DDA board members. Mr. Alt highlighted several results of the community survey by the Main Street representatives including typical shopping times, residency location, employment location, age demographics and concerns which included downtown food, the need for extended business hours, empty storefronts, the Building Department and lack of opportunities for teens and kids. Mr. Alt stated the resulting suggested areas of focus were food, arts and entertainment and developing a family friendly community.

MDA Workshop – June 8

Mr. Alt requested approval to attend the Michigan Downtown Association Summer Workshop on June 8th to be held in Dearborn featuring Art & Culture. Discussion was held regarding the need for additional DDA or Center for the Arts members to attend the workshop. After discussion, it was moved by Ms. Bostick-Tullius and supported by Mr. Osentoski to approve up to 3 representatives to attend the Michigan Downtown Association Summer Workshop on June 8th at \$85 per person. **MOTION CARRIED.**

Mr. Alt reported he will be attending the National Main Street Conference in Pittsburgh next week which will feature many informative workshops and that it would be beneficial for an additional representative to attend future conferences to take advantage of the numerous workshops offered. Mr. Alt updated the board on new businesses opening including Crankshaft Coffee and Crust Bakery both to be located within the Blondie's Sweet Boutique space.

Main Street Vision/Strategy Session Meeting

Discussion was held regarding the need to schedule the May and June Michigan Main Street Vision/Strategy session meeting dates and times. After discussion it was the consensus of the board to schedule the May meeting for Wednesday, May 24th at 5:00 p.m. at Woodchips and the June meeting for Tuesday, June 27th at 5:00 p.m. at Woodchips.

OTHER BUSINESS

Board Member Agreement

Mr. Alt reviewed the expectations of board members included in the Lapeer Main Street/DDA Board Member Responsibility Agreement including volunteer time, assistance in research and development on future projects and initiatives, manning information booths at special events, training requirements and the need to spread the Main Street Program message to other downtown businesses.

OLD BUSINESS

M-24 Electronic Sign

Mr. Alt updated the board on the M-24 electronic sign replacement stating design options will be reviewed at the next Design Committee meeting. Discussion was held regarding whether or not to pursue replacement of the sign, the option of renting advertising time on the sign to generate revenue to fund the replacement costs, whether the City will renew their \$12,000 funding commitment towards the sign replacement in their 2017-18 budget, the need to increase the sign's visibility and alternate locations for the sign including the library corner.

After discussion, it was moved by Mr. Hingst and supported by Mr. Osentoski to utilize the DDA's current fund balance to fund replacement of the M-24 electronic sign. **MOTION CARRIED.**

ADJOURNMENT

There being no further business, it was moved by Mr. Roodvoets to adjourn the meeting at 9:15 a.m.

Mr. Dan Osentoski
Secretary