

**CITY OF LAPEER
MINUTES OF A REGULAR
DOWNTOWN DEVELOPMENT AUTHORITY
LAPEER MAIN STREET MEETING
AUGUST 23, 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, August 23, 2017 at 8:00 a.m.

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

Members Absent: Mr. Dan Sharkey

Also Present: Mr. James Alt, Executive Director, Mr. Dale Kerbyson, City Manager, Mr. Dave Frisch, Public Safety Director, Ms. Jill Lyons, CFA Executive Director, and Ms. Sue Griggs, CFA Chairperson.

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

PUBLIC COMMENTS

There were no public comments.

CONSENT AGENDA

Ms. Bostick-Tullius updated the board on the budget effects of the amendment approved at the last meeting for purchase of the new M-24 electronic sign including elimination of the \$24,000 in budgeted match funds to be raised and the increase in the Fund Balance Applied budgeted amount.

It was moved by Ms. Bostick-Tullius and supported by Ms. Grossbauer to approve the Consent Agenda for August 23, 2017 as follows:

1. Approval of minutes of DDA meeting held on July 26, 2017; and
2. Approval of Treasurer Report and Bill Listing.

MOTION CARRIED.

Executive Committee

Ms. Bostick-Tullius reported the Executive Committee met and discussed the Center for the Arts draft Strategic Plan and requested quarterly financial reports from the Center for the Arts be submitted to the DDA.

MAIN STREET COMMITTEE REPORTS

Organization Committee

Ms. Bostick-Tullius reported the committee met on August 22nd and discussed utilizing volunteers, the possibility of a clerical/office work volunteer assisting the Executive Director and developing a year end and possibly second yearly giving campaign for Main Street Program donations.

Vision Statement

Ms. Bostick-Tullius reviewed the draft Vision Statement for downtown. Discussion was held regarding the specific wording of the statement. It was the consensus of the board to email wording suggestions to the Executive Director and consider approval of the Vision Statement at the next meeting.

Design Committee

Mr. Alt reported the committee is working on identifying under-utilized areas to make downtown more walkable and pedestrian friendly and updated the board on the Power of 10 Program which identifies 5 downtown strategic areas and 5 downtown areas with the most potential. Mr. Alt updated the board on the status of the 3-D designs of the Pocket Park, the August 28th Zoning Board of Appeals meeting regarding the M-24 electronic sign and construction of a kayak launch at Rotary Park.

Economic Restructuring Committee

Mr. Osentoski reported the committee is investigating various incentives for downtown businesses including providing shared flower planters in front of businesses.

M-24 Electronic Sign

Mr. Osentoski reported the Chamber of Commerce is considering funding up to one-third of the cost to replace the M-24 electronic sign contingent upon reviewing the plan for how the sign will be used and that the committee is working on developing an advertising plan for the sign.

Mr. Alt updated the board on various aspects of the use plan for the M-24 sign being discussed including the number of advertising slots available per week, various costs associated with renting advertising time on the sign and potential funding amounts to be raised monthly by renting time on the new sign. Discussion was held regarding the graphic capabilities of the new sign, increasing the charge for peak traffic time use of the sign, programming time involved and responsible parties for the sign's operation.

Mr. Osentoski stated a DDA member will need to attend the August 28th ZBA meeting regarding the sign and that a list of repairs needed to the Farmers' Market pavilion is being prepared by Denise Becker to present to the board.

Promotion Committee

Mr. Alt updated the board on the Summer Concert Series, Monday Car Cruise and Ladies Night Out events stating more themed cruise events are being planned. Mr. Alt reported traffic was slow at the Lapeer Days booth and that he will be working on ideas to attract

more people next year. Discussion was held regarding the need to develop options for youth volunteers. Mr. Alt reported the various committees have set meeting dates to begin work on upcoming events including the Ladies Walk, Halloween activities and WinterFest.

OTHER REPORTS

Center for the Arts

Ms. Grossbauer reported the new season brochures should be mailed out soon and updated the board on Center for the Arts activities including exhibits, classes, recent and upcoming performances and Octoberfest which is scheduled for September 23rd.

Ms. Lyons distributed Center for the Arts informational packets which included the draft Strategic Plan currently under consideration, the 2017-18 budget, the 2016-17 Year End Profit/Loss Statement, a points of interest list used for grant applications, the 2017-18 Pix Season list, upcoming Gallery 194 exhibits and the 2017-18 Lapeer Community Theatre Season schedule. Discussion was held regarding the underserved arts & cultural classification of the Lapeer area and the successful sold out Peter Pan performances. The 2017-18 CFA budget was reviewed and discussion included the decrease in fundraising, elimination of the poker night fundraisers, alternative fundraisers being planned, contracts and sponsorships. Discussion was also held regarding the need to upgrade to a digital projector in order to show movies in the future and contacting the purchaser of the former Imlay City theater to inquire on possible acquisition of digital projection equipment.

Strategic Plan

Ms. Lyons and Ms. Griggs reviewed the draft CFA Strategic Plan stating they are looking for input from the DDA and community on the draft plan. Discussion was held regarding DDA support provided as the building owner, facility maintenance costs for general operations not including major repairs, options for submitting anonymous comments on the plan, providing quarterly financial reports to the DDA and researching costs to retro-fit the facility for showing movies. Ms. Griggs stated the plan includes high, medium and low priorities which are subject to change and that the plan is designed as a 10 year plan which will be reviewed regularly. Discussion was held regarding perception of the Main Street Program representatives on the benefits of having the Center for the Arts in downtown and the need to develop a plan for the CFA to become self-funding in the future to include in the Strategic Plan.

STAFF REPORT

Executive Director

Mr. Alt updated the board on upcoming Main Street Program training sessions scheduled for August 28th and September 7th and the quarterly training in Howell scheduled for September 18th and 19th. Mr. Alt also updated the board on website updates, new businesses opening downtown, installation of a kayak launch in Rotary Park, new volunteer worksheets, Main Street Program committee handbooks available and stated he will be relocating his office as of September 1st to the Lyric Mall at 410 W. Nepessing Street, Suite 106.

NEW BUSINESS

Optimist Club – Nightmare on Nepessing Street – Alcohol Sales

Mr. Alt updated the board on the Optimist Club's Nightmare on Nepessing Street event scheduled for October 14th to be held on the street in front of the Farmers' Market pavilion and their request to add alcohol sales in addition to beer and wine. Mr. Ron McDougal of the Optimist Club was present and reviewed the plan for the bar area set up and stated the addition of alcohol sales was suggested as a way to improve the overall event. After discussion regarding safety, it was moved by Ms. Bostick-Tullius and supported by Mr. Osentoski to support the Optimist Club's request to add alcohol sales to their Nightmare on Nepessing Street event. **MOTION CARRIED.**

DBA 501(c)(3) License

Mr. Alt updated the board on the status of the Downtown Business Association's 501(c)(3) license and discussions held regarding whether the Dog Park Committee was able to utilize the license for a raffle. Discussion was held regarding the fact the DBA was dissolved and no longer has a board or bank accounts, State of Michigan Gaming Board rules and regulations, other options for the Dog Park raffle and researching options for converting the DBA license for use by the DDA.

Michigan Downtown Association Conference

Mr. Alt updated the board on the Michigan Downtown Association Conference scheduled in Bay City on October 18th and 19th and the registration cost of \$160. It was moved by Mr. Cady and supported by Ms. Grossbauer to authorize Mr. Alt to register and attend the Michigan Downtown Association Conference on October 18th and 19th in Bay City. **MOTION CARRIED.**

OTHER BUSINESS

Discussion was held regarding the current condition of the interior and storefront windows at the former Hoffman's Shoes space including the recording studio currently operating in the space, outdated window posters and falling ceiling material visible through the windows. Public Safety Director Frisch stated he recently spoke with the recording studio owner on his future improvement plans for the space. Mr. Alt stated he has spoken to the studio owner in the past and will approach him again to offer assistance.

ADJOURNMENT

There being no further business, it was the consensus of the board to adjourn the meeting at 9:26 a.m.

Mr. Dan Osentoski
Secretary
