

**CITY OF LAPEER
MINUTES OF A REGULAR
DOWNTOWN DEVELOPMENT AUTHORITY
LAPEER MAIN STREET MEETING
JANUARY 24, 2018**

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, January 24, 2018 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. Bill Sprague.

Members Absent: Mr. Pat Hingst, Mr. Tony Macksoud, Mr. Tony Stroh-Piechowski and Mr. Dan Sharkey

Also Present: Mr. James Alt, Executive Director, Mr. Dale Kerbyson, City Manager, and Ms. Jill Lyons, CFA Executive 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 Mr. Davis and supported by Ms. Grossbauer to approve the Consent Agenda for January 24, 2018 as follows:

1. Approval of minutes of DDA meeting held on November 22, 2017;
2. Approval of Treasurer Report and Bill Listing; and
3. Approval of Annual Financial Report for period ended June 30, 2017

MOTION CARRIED.

Executive Committee

There was not a report.

MAIN STREET COMMITTEE REPORTS

Organization Committee

Ms. Bostick-Tullius reported the committee has completed the Communication Work Plan which will be presented to the full board in February and will now start working on the Fundraising Work Plan.

Design Committee

Mr. Alt reported the committee has been working on the wayfinding signage and updated the board on a meeting with MEDC Patronicity representatives regarding crowdfunding plans for the Pocket Park planned for 160 W. Nepessing. Mr. Alt stated the crowdfunding project is intended to be the final push for funding and that the initial \$50,000 required to be raised over the crowdfunding target amount of \$50,000 and

Patronicity program matching funds of \$50,000 is required to be raised first. Mr. Alt stated the committee is working on fundraising ideas, distributed a 3D design rendering of the proposed park and stated a brochure is being produced to move forward with fundraising plans.

Economic Restructuring Committee

Mr. Osentoski reported the committee is nearing finalization of the rewards card program stating approximately 50 businesses are anticipated to participate in the program. Mr. Osentoski stated the committee is also working on the Inventory Asset plan and establishing block captains.

Mr. Alt reported a MEDC representative will be attending the next committee meeting to review various incentive programs.

Promotion Committee

Mr. Alt reported the committee is finalizing the 2018 event calendar and working on the 2018 Downtown Directory. Mr. Alt stated the new directory will highlight the family friendly theme for downtown as well as the Main Street Program and should be available in March.

OTHER REPORTS

Center for the Arts

Ms. Grossbauer updated the board on recent and upcoming events at Gallery 194 and the Pix Theatre, theater classes and the 4th Annual Euchre Tournament scheduled for February 9th.

STAFF REPORT

Executive Director

Mr. Alt reported the Main Street Program goals and objectives, work plans and strategic plans have been submitted. Mr. Alt also updated the board on upcoming training and workshop dates included the National Main Street Conference March 26-28, the quarterly training in Niles scheduled for June 4-5, the August 15th check in date with both National and Michigan Main Street Program representatives and the Michigan Downtown Association Lansing Day scheduled for March 7th which includes meetings with representatives and workshops. Mr. Alt also updated the board on the Michigan Downtown Association's list of recent legislative actions.

Mr. Alt reported the building inventory has been updated, that there are 194 businesses in the downtown district and updated the board on new businesses opening. Mr. Alt stated the new M-24 electronic sign is up and running, that several requests for advertising time have been received and stated he is continuing to work with Mr. Jankovic on obtaining a Redevelopment Liquor License through MEDC for the Vinyl Bar and Grill at 393 W. Nepessing.

Mr. Alt reported meetings have begun for the Art on Nepessing event scheduled for June 2-3 and the May Art Walk. Mr. Alt updated the board on the new law firm opened in the space behind the former Pueblo Viejo restaurant and the updated vacancy list showing 10 available spaces downtown. Discussion was held regarding whether all the available spaces are in a condition currently to allow occupancy.

OTHER BUSINESS

DDA/City Executive Director Position Funding Agreement

It was moved by Mr. Cady and supported by Ms. Grossbauer to approve the Agreement for Funding of Downtown Development Authority Executive Director Compensation between the DDA and City of Lapeer. **MOTION CARRIED.**

Election of Officers

It was moved by Mr. Cady and supported by Mr. Sprague to re-elect the current slate of DDA Officers as follows:

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.

DDA Development Plan Review

Ms. Bostick-Tullius reported the Organization Committee has discussed the possible need to revisit the current 10 year DDA Development Plan to determine if any changes are needed to address the adopted family friendly theme and various Main Street Program initiatives. Discussion was held on also reviewing the DDA's portion of the City's Master Plan which is scheduled for a review/update in 2019. It was the consensus of the board for Mr. Alt to review the DDA Development Plan and report on the DDA's compliance status with the plan at the next meeting.

ADJOURNMENT

There being no further business, it was moved by Mr. Sprague and supported by Mr. Roodvoets to adjourn the meeting at 8:35 a.m.

Mr. Dan Osentoski
Secretary