

**CITY OF LAPEER
MINUTES OF A REGULAR
DOWNTOWN DEVELOPMENT AUTHORITY
LAPEER MAIN STREET MEETING
FEBRUARY 28, 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, February 28, 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. Pat Hingst, Mr. Dan Sharkey, Mr. Tony Stroh-Piechowski and Mr. Tom Benton.

Members Absent: Mr. Tony Macksoud, Mr. Ray Davis and Mr. Bill Sprague

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

Chairman Gerlach called the meeting to order at 8:01 a.m.

PUBLIC COMMENTS

There were no public comments.

CONSENT AGENDA

It was moved by Ms. Bostick-Tullius and supported by Mr. Roodvoets to approve the Consent Agenda for February 28, 2018 as follows:

1. Approval of minutes of DDA meeting held on January 24, 2018;
2. Approval of Treasurer Report and Bill Listing; and
3. Approval of Audit 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 distributed the final Communication Plan and reported the committee is also working on the fund development and fundraising plans as well as a database for donors and volunteers. Discussion was held regarding the need to obtain the Quickbooks for Non-Profits program including the cost if purchased in cooperation with another non-profit 501c3 entity such as the Center for the Arts or the Downtown Business Association. Discussion was held regarding reactivating the DBA 501c3 non-profit including annual insurance costs. It was moved by Ms. Grossbauer and supported by Mr. Stroh-Piechowski to investigate utilizing the DBA 501c3 non-profit for purchase of the Quickbooks for Non-Profits program. **MOTION CARRIED.**

Ms. Bostick-Tullius reported the committee also discussed options for raising the \$50,000 matching funds required to initiate the Pocket Park Crowdfunding campaign including the possibility of adding \$50,000 to the Lapeer Center for the Arts equipment financing loan and extending the payments for an additional 4 years. Discussion was held regarding other downtown improvement projects included in the DDA Development Plan, the City's obligation to improve the vacant lot, the DDA's role to improve the downtown, the positive public perception by securing the matching funds to increase public donations toward the project and the possibility of approaching the City for a funding commitment rather than receiving the actual funds through a loan until the additional funding is obtained. Discussion was held regarding the City's in-kind matching funds for underground work, cost estimates for preparation of the vacant lot and storm water run-off issues. After discussion, it was moved by Mr. Hingst and supported by Mr. Stroh-Piechowski for the Executive Director to approach the City to request the extension of a \$50,000 line of credit to the DDA for the Pocket Park project.

MOTION CARRIED.

Design Committee

Mr. Alt reported the committee met and discussed the possibility of acquiring self-watering planters for additional flowers downtown and stated he will contact the company to obtain more information including cost and examples of other communities using the planters. Mr. Alt reported the committee also discussed the potential addition of cigarette butt collection stations downtown and ideas to make downtown more bike friendly.

Economic Restructuring Committee

Mr. Osentoski reported the rewards card program has launched and the committee met with Chuck Donaldson of the MEDC regarding potential grant programs available.

Promotion Committee

Mr. Alt reported the committee is close to completing the 2018 Downtown Directory and working on preparations for upcoming summer events. Mr. Alt also updated the board on the recent Heart Bombs for Historic Preservation event held at the DeAngeli Library in conjunction with the National Historic Trust.

Discussion was held regarding the possibility of the committee looking into billboard advertising to promote downtown Lapeer, the condition of the Historic Downtown Lapeer I-69 sign, the upcoming Chamber of Commerce Food Truck Festival scheduled once a month this summer in conjunction with the Monday Car Cruise events, parking issues for Lakestone Bank and County employees during the event and the need for a Chamber of Commerce representative to attend the DDA Promotion Committee meetings for communication purposes. Mr. Benton reported that Denise Becker told the Promotion Committee that Woodside Church would now be the sponsor of the March 24th Easter Egg Hunt on the court house lawn.

OTHER REPORTS

Center for the Arts

Ms. Grossbauer distributed the CFA quarterly financial report and updated the board on recent and upcoming events at Gallery 194 and the Pix Theatre, the rescheduled Euchre Tournament date of March 9th and stated the Art on Nepessing committee has been meeting for the 2018 event scheduled for June 1st through 3rd.

STAFF REPORT

Executive Director

Mr. Alt updated the board on upcoming Michigan Main Street training events, meetings and conferences and the opportunity to participate in a Main Street Manager Exchange Day event. Mr. Alt reported there has been some interest in the potential purchase of the former Chaos Ephex building, that he has been in contact with the Lapeer Community Schools Superintendent on the potential salvage and preservation of the White Jr. High School theatre graffiti wall to possibly incorporate in the Pocket Park. Mr. Alt stated he met with Denise Becker regarding street closures during the Saturday Farmers' Market events and updated the board on the Kiwanis Pancake Toss to be held during the Art on Nepessing event, Carolyn McCarter's offer to volunteer once a month in the DDA office, Youth Council meetings and reminded the DDA members of the importance of being advocates and champions for downtown.

Discussion was held regarding rental of advertising time on the M-24 electronic sign and the need to review the programming and usage plan to determine if changes are necessary.

Mr. Cady requested the Executive Director provide additional information on various line items in the DDA Audit report including Donations and Programming and Promotional Services Agreement next month.

ADJOURNMENT

There being no further business, it was moved by Mr. Hingst and supported by Ms. Grossbauer to adjourn the meeting at 9:05 a.m.

Mr. Dan Osentoski
Secretary