

**CITY OF LAPEER
MINUTES OF A REGULAR
DOWNTOWN DEVELOPMENT AUTHORITY MEETING
SEPTEMBER 24, 2014**

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, September 24, 2014 at 8:00 a.m.

Members Present: Chairman Dan Gerlach, Vice Chairman Tony Macksoud, Mr. Doug Hodge, Mr. Tom Benton, Mr. Bruce Cady, Ms. Jolane Grossbauer, Mr. Ray Davis, Mr. John Matonich and Mr. Dan Sharkey.

Members Absent: Mr. Jason Rogers, Mr. Tim Roodvoets, Mr. Mike Robinet and Mr. Bill Sprague.

Also Present: Ms. Janine Saputo, Executive Director, Mr. Todd Alexander, Director of Public Safety, and Ms. Linda Jackman, Planning Director.

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

PUBLIC COMMENTS

Jim Alt, Gallery 194 Director, was present and provided an update on the downtown bench public art project, distributed photos of several completed bench art and reviewed media coverage received for the project. Mr. Alt stated 21 benches will be painted, that an additional 2 benches will be added in Spring, that the entire project was made possible by donations and volunteers and should be completed by the end of the week.

CONSENT AGENDA

It was moved by Mr. Hodge and supported by Mr. Cady to approve the Consent Agenda for September 24, 2014 as follows:

1. Minutes of the regular meeting held August 27, 2014; and
2. Treasurer Report and Bill Listing.

MOTION CARRIED.

COMMITTEE REPORTS

Executive Committee

There was not a report.

Design Committee

Ms. Saputo reported Prudential Insurance on N. Saginaw has installed their sign and reimbursement has been approved, that Woodchips may be interested in participating in the program, reviewed the budget status for the program and stated a budget adjustment may be necessary if additional businesses request to participate in the program.

Lapeer Main Street, Inc.

It was the consensus of the board not to convene to a Lapeer Main Street, Inc. meeting.

Property Maintenance/Beautification Committee

Mr. Macksoud stated he has no issues to report.

Development Committee

There was not a report.

Center for the Arts Council Liaison

Ms. Grossbauer updated the board on activities at the Center for the Arts including the 3-digit raffle fundraiser which is wrapping up, the recent Lapeer County Community Foundation lighting appreciation event, upcoming Pix Theatre shows and performances and the Octoberfest event scheduled for October 11th. Ms. Grossbauer reported the new lighting will be utilized during ongoing events at Gallery 194 and the Pix Theatre.

DBA Liaison

Ms. Jeanne McCorkle, DBA President, was present and provided an update on the Farmers' Market including new vendors, recent and upcoming activities held at the Market and stated upcoming DBA events include the Treat Walk/Pumpkin Fest and the Christmas Winter Fest which will once again include a window decorating contest. Ms. McCorkle also updated the board on the resignation of DBA Coordinator Mary Jo Wenzlick stating interviews of candidates for the position are scheduled. Ms. McCorkle reported a new DBA Treasurer is also being sought and that she feels new DBA officers are needed to provide fresh ideas to the board.

Discussion was held regarding a separate group of downtown business owners being formed and Ms. McCorkle stated the Facebook group is being utilized as a communication tool.

Ms. Saputo reviewed various items of information to be provided by the DBA to the DDA per the approved agreement. Discussion was held regarding the need for participation and involvement in the Main Street Program by both the DBA and downtown business owners and the need for a DBA Liaison to attend DDA meetings on a regular basis. After discussion, it was the consensus of the board to approve payment of the October 1st quarterly payment for promotional services to the DBA.

Chamber of Commerce Liaison

Mr. Macksoud updated the board on various issues the Chamber is facing regarding the downtown Christmas decorations including the 20 year old pole brackets which are rusting and unsafe, possible changes to the downtown lighting theme, replacements costs, the number of black decorative lighting poles downtown, the need to switch to LED lighting and the possibility of decorating every other black pole this year with new LED lighting and the remainder of the poles to be upgraded to LED lighting next year.

Discussion was held on use of the new the Center for the Arts lighting during the holiday season, approaching the County regarding increasing decorations at the Old Courthouse, the possibility of wrapping the tree in front of the Lapeer County Historical Society with lights, approaching various service organizations for funding and various design options for downtown during the upcoming holiday season. Mr. Macksoud reported he will be approaching the City Commission to request funding assistance.

Mr. Macksoud briefly updated the board on the Lapeer Days festival stating the 2014 event was successful, attendance appeared to be down slightly, an effort was to keep entertainment costs down and that entertainment sponsorships need to be increased.

Discussion was held regarding the Chamber's position on the possibility of merging with the Downtown Business Association and Mr. Macksoud stated the Chamber is available to provide any assistance the DBA may need when asked, however, is not interested in a merger of the organizations.

STAFF REPORT

Executive Director

Ms. Saputo updated the board on Lapeer High School's Homecoming Parade on October 3rd, her participation in developing the DDA's presence on the new City of Lapeer website, recent Tax Increment and DDA State legislation and various funding available for public art projects through Michigan Council for Arts & Cultural Affairs (MCACA).

NEW BUSINESS

Survey Monkey Software Renewal

Ms. Saputo updated the board on the recent automatic renewal of the Survey Monkey software at a cost of \$300. After discussion, it was the consensus of the board for Ms. Saputo to cancel the Survey Monkey subscription and request a refund of the \$300.

OLD BUSINESS

Michigan Main Street Program

Ms. Saputo reported all required reports and resolutions have been submitted for the Main Street Program for continuation of the DDA's participation in the Michigan Main Street Program Associate Level and the contract for 2015 will be received in January.

Discussion was held regarding the need for cooperation between the DDA, DBA and downtown business owners in the program and the article included in the meeting packet highlighting the success of Boyne City's Main Street Program.

MEDC Current Projects

Mr. Nate Scramlin, of the Michigan Economic Development Corporation (MEDC), was present and provided an update of various MEDC Michigan Main Street Programs available for use in downtown. Mr. Scramlin stated the two recent Downtown Infrastructure Grant (DIG) projects to reconstruct Clay Street and Court Street were funded by MEDC and reviewed efforts made to work with a potential developer to reconstruct the burned building next to the Pix which were not able to come to fruition.

Mr. Scramlin reviewed other ongoing MEDC funded projects in Metamora at the White Horse Inn, Owosso, Davison and Caro and various options for utilizing MEDC funds to improve the vacant space next to the Pix Theatre after demolition of the burned building. Mr. Scramlin also updated the board on the new MEDC Public Spaces & Community Places crowd funding initiative and stated he is willing to meet with as many downtown property and business owners as needed regarding the various MEDC funded programs available to be utilized in downtown Lapeer.

OTHER BUSINESS

Discussion was held regarding the nice addition of the new rain garden installed on Court Street next to the bridge.

ADJOURNMENT

There being no further business, it was the consensus of the board to adjourn the meeting at 9:14 a.m.

Mr. Mike Robinet
Secretary