

**CITY OF LAPEER
MINUTES OF A REGULAR
DOWNTOWN DEVELOPMENT AUTHORITY MEETING
APRIL 22, 2015**

A regular meeting of the City of Lapeer Downtown Development Authority was held at the Lapeer Center for the Arts, 194 W. Nepessing Street, Lapeer, Michigan on Wednesday, April 22, 2015 at 8:00 a.m.

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

Members Absent: Mr. Jason Rogers, Mr. Mike Robinet, Mr. Dan Sharkey, Mr. Bill Sprague and Mr. Ray Davis.

Also Present: Ms. Janine Saputo, DDA Executive Director, Mr. Dale Kerbyson, City Manager, Ms. Linda Jackman, Planning Director, and Ms. Jill Lyons, Center for the Arts Executive 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 22, 2015 as follows:

1. Minutes of the regular meeting held March 25, 2015; and
2. Treasurer Report and Bill Listing.

MOTION CARRIED.

NEW BUSINESS

Center for the Arts – Status Report

Jill Lyons, Center for the Arts Executive Director, provided a presentation on the Center for the Arts (CFA) funding and financial status which reviewed the distribution of the DDA's annual programming contribution, income from other sources such as sponsorships, grants, annual giving and fundraising and various operational expenses. Ms. Lyons reviewed various challenges facing the CFA including cash flow, the need for increased community participation, misinformation regarding the fire damage and dependency on box office sales. Ms. Lyons also reviewed potential strategies to address the current challenges including monthly distribution of the DDA annual contribution, expansion of class offerings, increase targeted marketing outside of the Lapeer area, increase utilization of grant funding and grow the endowment from the Lapeer County Community Foundation.

Ms. Lyons reviewed payroll funding, actual employee hours worked and volunteer hours committed. Ms. Lyons stated DDA support is needed to attend and share information regarding various CFA events and activities and to submit any feedback received or new ideas to feature at the CFA.

Ms. Lyons also informed the board of the Smithsonian Hometown Teams exhibit to be featured at the Center for the Arts starting June 11, 2016.

Discussion was held regarding the possibility of scheduling a Media Day to address the misinformation regarding the fire damages and to announce the upcoming Season, cash flow, various financial issues, the cost to convert the theatre system to show digital movies, sound and lighting system improvements needed and the related costs. Discussion was also held on the potential benefit of contracting a big name performer to appear at the Pix, the need for increase support and involvement from local schools and the scheduled masonry installation on the exterior Pix Theatre wall.

Annual Financial Report

It was moved by Mr. Matonich and supported by Mr. Macksoud to approve the Annual Financial Report for the period ended June 30, 2014. **MOTION CARRIED.**

DDA 2015-16 Budget

The board reviewed the proposed 2015-16 DDA budget as recommended for consideration by the Executive Committee. Discussion was held regarding the \$1,000 donation to the America in Bloom grant which was not successful, the proposed \$6,000 increase to the Center for the Arts Programming Services Agreement and the \$3,000 reduction of the City's annual administrative fee. Discussion was held regarding the proposed \$2,500 cost for downtown sidewalk snow removal services, benefits to downtown merchants provided by the service, the need to maintain downtown's image, other downtown maintenance services provided by the City Parks Department and the possibility of increasing funding to the Downtown Business Association in order to require the DBA to contract for downtown snow removal.

It was moved by Mr. Matonich and supported by Mr. Macksoud to approve the 2015-16 DDA budget as presented.

Discussion was held regarding the budget as presented including other potential funding sources available including the ability of the DDA to assess an additional 2 mills levy and capturing special voter approved millages. Discussion was also held regarding a potential request to contribute to the local match funding required by the State of Michigan MEDC for Lapeer Team Work's 286 W. Nepessing building project.

ON A ROLL CALL VOTE:

Yeas: Mr. Macksoud, Ms. Grossbauer, Mr. Benton and Mr. Gerlach.

Nays: Mr. Roodvoets, Mr. Cady and Mr. Hodge.

Absent: Mr. Robinet, Mr. Sprague, Mr. Rogers, Mr. Sharkey, Mr. Davis and Mr. Matonich (left meeting at 8:37).

Abstain: None.

MOTION CARRIED.

DBA 2015-16 Promotional Services Agreement

It was moved by Mr. Hodge and supported by Ms. Grossbauer to approve the 2015-16 DBA Promotional Services Agreement as presented. **MOTION CARRIED.**

COMMITTEE REPORTS

Executive Committee

There was not a report.

Design Committee

Ms. Saputo reported there has been no new activity for the Sign Assistance or Facade Loan Programs. Discussion was held regarding whether or not Lapeer Team Work would be interested in utilizing the Facade Loan Program and if the loan would be considered towards MEDC grant matching fund requirements.

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

Property Maintenance/Beautification Committee

Mr. Macksoud reported he has observed no winter damages to the downtown area. Discussion was held regarding the condition of the benches in front of the Old Courthouse on County property and contacting the County for approval to refinish the benches.

Development Committee

There was not a report.

Center for the Arts Council Liaison

Ms. Grossbauer updated the board on recent, current and upcoming exhibits, performances and activities at Gallery 194 and the Pix Theatre, a bus trip to Greektown Casino scheduled for August 29th and the Movie Under the Stars scheduled for May 9th. Ms. Grossbauer reported the Art on Nepessing Street event will begin April 24th with the Art Festival scheduled for May 14th – May 16th.

DBA Liaison

Mr. Tom Benton, DBA Treasurer, reported the DBA recently held a Meet & Greet event and that work is continuing on the Summer Concert Series and Monday Cruise Night events.

Chamber of Commerce Liaison

Mr. Macksoud reported the Chamber of Commerce is working on the Lapeer Days Festival planning and securing the entertainment.

STAFF REPORT

Executive Director

Ms. Saputo stated her report is as submitted.

OLD BUSINESS

Michigan Main Street Program

Ms. Saputo reported on openings for a training session in Blissfield on May 7th and stated she shared the training opportunity at the DBA Meet & Greet event and that 3 additional summer training sessions are available to attend as overnight trips. Discussion was held regarding the need for the DBA representatives and Ms. Saputo to put forth an effort to recruit more interest in the Michigan Main Street training opportunities.

OTHER BUSINESS

Mr. Kerbyson stated he will provide additional information on the value of an additional 2 mill levy and elected millage potential tax capture and updated the board on the status of Lapeer Team Work's 286 W. Nepessing building project.

Mr. Kerbyson updated the board on the Tilted Axis Brewery including delays due to oven issues, plans for a protruding sign in front which may require Zoning Board of Appeals approval and stated they are scheduled to open in mid-May.

Mr. Kerbyson also updated the board on the request from Woodchips to place a smoker in the rear alley which will require permission from the owners of the alley in order to proceed.

ADJOURNMENT

There being no further business, it was the consensus of the board to adjourn the meeting at 9:35 a.m.

Mr. Mike Robinet
Secretary