

**CITY OF LAPEER  
MINUTES OF A REGULAR  
DOWNTOWN DEVELOPMENT AUTHORITY  
LAPEER MAIN STREET MEETING  
MAY 24, 2017**

A regular meeting of the City of Lapeer Downtown Development Authority and Lapeer Main Street was held in the Conference Room at Lapeer City Hall, 576 Liberty Park, Lapeer, Michigan on Wednesday, May 24, 2017 at 8:00 a.m.

**Members Present:** Chairman Dan Gerlach, Vice Chairman Tim Roodvoets, Mr. Ray Davis, Ms. Catherine Bostick-Tullius, Mr. Bruce Cady, Mr. Doug Hodge, Ms. Jolane Grossbauer, Mr. Dan Osentoski, Mr. Tony Macksoud, Mr. Tom Benton and Mr. Dan Sharkey.

**Members Absent:** Mr. Pat Hingst and Mr. Bill Sprague.

**Also Present:** Mr. James Alt, Executive Director, Mr. Dale Kerbyson, City Manager, and Mr. Todd Alexander, Public Safety 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. Roodvoets and supported by Mr. Cady to approve the Consent Agenda for May 24, 2017 as follows:

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

**MOTION CARRIED.**

**MAIN STREET COMMITTEE REPORTS**

**Organization / Executive Committee**

Ms. Bostick-Tullius reported topics covered at the recent Organization Committee meeting included creating a volunteer data base to be utilized by Main Street as well as other local organizations, assistance offered by a marketing manager, Main Street program pledge collections and a new location for the Executive Director's office. Ms. Bostick-Tullius reviewed the structure of the Organization and Executive committees stating the Organization Committee will meet monthly at 8:00 a.m. on the 3<sup>rd</sup> Wednesday of each month and the Executive Committee will meet as needed.

Mr. Alt reminded the board of the Main Street board training session scheduled for 6:00 p.m. at Dagwood's Deli and reviewed the topics to be covered during the training.

**Design Committee**

Mr. Alt reported the Design Committee will meet at 5:00 p.m. on the 4<sup>th</sup> Thursday of each month and updated the board on the M-24 electronic sign project stating he has contacted MDOT representatives and Signs by Crannie regarding the replacement project, that the

committee reviewed other feasible location options for the sign in the future and the project is moving forward. Mr. Alt stated the committee has forwarded their questions on the Pocket Park project design to Rowe and that he is pursuing potential grant funding from DTE and the Greater Flint Arts Council for the park. Mr. Alt also updated the board on potential interested participants in Sign Assistance and Facade Loan programs.

### **Economic Restructuring Committee**

Discussion was held regarding scheduling a regular meeting time for the Economic Restructuring Committee with the consensus being to hold the meetings at 7:30 a.m. on the 2<sup>nd</sup> Wednesday of each month at Lakestone Bank & Trust.

### **Promotion Committee**

Mr. Osentoski updated the board on the Summer Concert Series which begins June 1<sup>st</sup> stating all the bands have been booked, the three Monday cruise events held to date with an average of 130 vehicles and the good sponsorship response received for the cruise events. Mr. Osentoski reviewed the committee's efforts on development of a merchandising strategy, the upcoming Art on Nepessing event and discussion on the need for directional signage for downtown during the construction projects.

### **OTHER REPORTS**

#### **Center for the Arts**

Ms. Grossbauer updated the board on Center for the Arts activities including the recent poker room fundraiser, preparations for the Art on Nepessing festival and updating of the Center for the Arts' Strategic Plan. Ms. Grossbauer reported the next season of performances have been lined up, that the annual Family Fun Series program will be renamed to the Matt Modrack Memorial Family Fun Series and distributed a flyer on the upcoming Peter Pan Children's Theatre auditions.

### **STAFF REPORT**

#### **Executive Director**

Mr. Alt updated the board on the Main Street Conference stating it was a great experience that focused on the health and wellness of downtowns and embracing the arts downtown. Mr. Alt reviewed the various workshops he attended, his meeting with the Main Street Manager of Covington Kentucky and his visit to Covington Kentucky which received the Great American Main Street award at the conference. Mr. Alt recommended at least two representatives attend future Main Street conferences in order to take better advantage of the many workshops offered and stated the 2018 conference will be held in March in Kansas City Missouri. Mr. Alt reported an additional Main Street board training session has been added for June 14<sup>th</sup> at 6:00 p.m.

Mr. Alt reported he has met with property owners regarding the process for opening a new business downtown, that Crankshaft Coffee and Crust Bakery has opened in Blondie's, that the Monday Cruise events are going well, that the Summer Concert Series starts June

1<sup>st</sup> and reviewed sponsorships received and the need for volunteers for the two events. Mr. Alt reported 67 tickets were sold for the Art on Nepessing Art Walk/Pub Crawl, that he will serve on the Chamber of Commerce Talent Showcase at Lapeer Days and he attended the recent Wake Up Lapeer at which he reviewed the Main Street Program Baseline Assessment.

Discussion was held regarding the transformation of Covington Kentucky which is a Master Level Main Street Program participant.

## **OTHER BUSINESS**

### **Street & Sidewalk Improvement Millage Revenue Capture**

Mr. Kerbyson reviewed the City's request for the DDA's approval of the Agreement to Share Captured Assessed Value revenues to be received in the event the proposed 2 mill 6 year Street and Sidewalk Improvement Millage ballot proposal is approved by voters in November. Discussion was held regarding the ballot language, the benefit of keeping the funds to be utilized by the DDA, the DDA's past history of sharing special millage captured revenues, various funding sources being utilized by the City for local street improvement projects and whether any of the local street improvement projects planned are located within the downtown area. Discussion was also held regarding the City's past financial assistance to the DDA, potential uses for the additional funds, the ability of the DDA to assess a 2 mill tax in the DDA district and public perception of the DDA capturing the additional millage funds.

After discussion it was moved by Ms. Bostick-Tullius and supported by Mr. Hodge that the DDA keep the revenues to be captured by the 2 mill levy Street & Sidewalk Improvement Millage ballot proposal if approved.

**Yeas:** Ms. Bostick-Tullius, Mr. Hodge, Mr. Gerlach, Mr. Roodvoets, Mr. Osentoski, Mr. Davis, Ms. Grossbauer, Mr. Sharkey and Mr. Benton.

**Nays:** Mr. Macksoud and Mr. Cady.

**Absent:** Mr. Hingst and Mr. Sprague.

**Abstain:** None.

**MOTION CARRIED.**

### **Tilted Axis Brewery – Right-of-Way License – 2<sup>nd</sup> Outdoor Seating Area**

Mr. Kerbyson informed the board the original design submitted by Tilted Axis Brewery for a second outdoor seating area adjacent to their location at 303 W. Nepessing Street was not recommended for approval by City staff due to interference with ADA accessibility and clearance issues and that he requested the City's Planning Consultant and DPW Director review the site and work with the business owner for a possible solution to the access issues. Discussion was held regarding the revised design sketch, the incorporation of the existing tree inside the enclosure, the temporary/seasonal design of the additional enclosure and the required approval by the Michigan Liquor Control Commission.

After discussion, it was moved by Mr. Osentoski and supported by Ms. Bostick-Tullius to recommend the City Commission approve the request from Tilted Axis Brewery for a Right-of-Way License for the revised design of the second outdoor seating area at 303 W. Nepessing Street. **MOTION CARRIED.**

### **New DDA Executive Director Office Space**

Mr. Alt reviewed two location options for a new Executive Director office in either an interior suite on the first floor of the Lyric Mall at 410 W. Nepessing Street or the former Lapeer Lock & Safe location at 343 Pine Street. Mr. Alt stated the Lyric Mall location is available for \$150 per month which includes utilities and internet and that the 343 Pine Street location's monthly asking rate is \$200-\$250 not including utilities or internet, however, may be negotiable. Discussion was held whether the Lyric Mall location is in compliance with all Building Department requirements and possibly utilizing the Sign Assistance Program to assist the property owner in improving the signage at the Lyric Mall to increase exposure for the DDA office.

After discussion, it was moved by Ms. Bostick-Tullius and supported by Mr. Roodvoets to approve relocating the DDA Executive Director to the Lyric Mall location at 410 W. Nepessing Street contingent upon the location being in compliance with all Building Department requirements and to authorize the Executive Committee to take action on authorizing the 343 Pine Street location in the event the Lyric Mall location is not in compliance. **MOTION CARRIED.**

### **Rotary Club Flower Donation**

Mr. Davis inquired where the Parks Department will be planting the Purple for Polio flowers for the Rotary Club's \$250 donation towards downtown flowers. Mr. Alt stated the cupola entrance statement planter at the Saginaw/Genesee intersection will be planted with all purple flowers.

### **ADJOURNMENT**

There being no further business, it was moved by Mr. Roodvoets to adjourn the meeting at 9:20 a.m.

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Mr. Dan Osentoski  
Secretary