

**CITY OF LAPEER  
MINUTES OF A REGULAR  
DOWNTOWN DEVELOPMENT AUTHORITY  
LAPEER MAIN STREET MEETING  
JULY 26, 2017**

A regular meeting of the City of Lapeer Downtown Development Authority and Lapeer Main Street was held at the Center for the Arts, 194 W. Nepessing Street, Lapeer, Michigan on Wednesday, July 26, 2017 at 8:00 a.m.

**Members Present:** Chairman Dan Gerlach, Vice Chairman Tim Roodvoets, Ms. Catherine Bostick-Tullius, Mr. Pat Hingst, Ms. Jolane Grossbauer, Mr. Dan Osentoski, Mr. Dan Sharkey, Mr. Tony Macksoud, Mr. Tom Benton and Mr. Tony Stroh-Piechowski.

**Members Absent:** Mr. Bruce Cady, Mr. Ray Davis and Mr. Bill Sprague.

**Also Present:** Mr. James Alt, Executive Director, Mr. Dave Frisch, Public Safety Director, 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. Chairman Gerlach introduced new board member Tony Stroh-Piechowski.

**CONSENT AGENDA**

It was moved by Ms. Bostick-Tullius and supported by Ms. Grossbauer to approve the Consent Agenda for July 26, 2017 as follows:

1. Approval of minutes of DDA meeting held on June 28, 2017; and
2. Approval of Treasurer Report and Bill Listing.

**MOTION CARRIED.**

**Executive Committee**

**Executive Director Office Relocation**

Ms. Bostick-Tullius reported the Executive Committee met and reviewed the proposed commercial lease agreement to relocate the Executive Director's office to the first floor of the Lyric Mall at 410 W. Nepessing Street at a monthly rate of \$150 per month which includes utilities and does not include internet service. Discussion was held regarding providing St. Matthew's Church written notice of the intent to vacate the current office space, that the meeting room at St. Matthew's will still be available for use and that the new space is ready to move in with no improvements needed other than installing internet service. It was moved by Mr. Roodvoets and supported by Ms. Bostick-Tullius to approve the commercial lease agreement to relocate the Executive Director's office to 410 W. Nepessing Street. **MOTION CARRIED.**

**MAIN STREET COMMITTEE REPORTS**

### Organization Committee

Ms. Bostick-Tullius stated the minutes of the July 19<sup>th</sup> Organization Committee meeting were included in the packet and the committee discussed utilizing volunteers, fundraising, the pocket park, public relations and developing a vision statement and brand.

### Design Committee

#### M-24 Electronic Sign

Mr. Alt distributed a rendering of the design proposed for the new M-24 electronic sign provided by Signs by Crannie which ties in the cupola's and gives the sign a finished look. Mr. Alt reviewed the cost estimates provided of \$43,998 for a Think brand sign and \$48,737 for a Watchfire brand sign. Mr. Alt reviewed each manufacturer's cost proposals which are both the same size and visible area, power requirements, data plan details and the 15 year projected lifespan. Discussion was held regarding warranty details, insurance, the possibility of installing a protective cover on the screen, MDOT's review and the variance required from the City Zoning Board of Appeals.

After discussion, it was moved by Ms. Grossbauer and supported by Mr. Roodvoets to approve the design for the new M-24 electronic sign and to proceed to apply to the Zoning Board of Appeals for the required variances. **MOTION CARRIED.**

Discussion was held regarding the financing plan offered by Signs by Crannie, updating the use policy for the sign, responsibility for programming the sign, data plan details for each sign manufacturer and the \$12,000 commitment from the City towards the cost of the new sign. It was moved by Mr. Hingst and supported by Ms. Bostick-Tullius to purchase the Watchfire brand sign in the amount of \$48,737. **MOTION CARRIED.**

It was moved by Ms. Bostick-Tullius and supported by Mr. Osentoski to approve a budget amendment to cover the increased cost of the new sign. **MOTION CARRIED.**

It was moved by Mr. Benton and supported by Ms. Bostick-Tullius to direct the Executive Director to develop a reserve fund and policy to rent usage of the sign and utilize the funds for maintenance, repair and replacement of the sign. **MOTION CARRIED.**

#### Pocket Park

Mr. Alt reported he met with the City Manager regarding the pocket park project, reviewed the cost breakdown, the City's assistance with the plumbing and electrical work and utilizing the MEDC Patron City crowdfunding program. Mr. Alt stated he will be obtaining a 3D rendering of the park to assist in fundraising and that the park will be maintained by the City Parks Department.

#### Farmers' Market Pavilion

Mr. Macksoud updated the board on the need for painting and minor repairs to the Farmers' Market pavilion stating Denise Becker will be providing a list of the needed repairs.

### **Economic Restructuring Committee**

Mr. Osentoski reported the committee will be producing a newsletter for downtown businesses, discussed benefits of a renaissance zone and promoting the family friendly theme. Mr. Osentoski stated the committee also discussed contacting vacant building owners, reviewed the 10 year plan for the downtown area which includes a high rise building in the parking lot along the river and stated that Pat Lucas of the Lapeer Development Corporation has joined the committee and is researching whether any business loans are available through the I-69 Trade Corridor program. Discussion was held regarding the possibility of expanding the Facade Loan Program to allow funding for infrastructure improvements and sprinkler systems.

### **Promotion Committee**

Mr. Osentoski updated the board on the activity level of the Summer Concert Series and Monday Cruise events and stated subcommittees have been formed for the Zombies on Nepessing and Ladies Night Out events.

Mr. Alt updated the board on the new local hop app being developed by Janelle Martin of the Library which will maintain a community calendar available to non-profit organizations.

Discussion was held regarding plans for the library to relocate out of the downtown area and the need for more effort to promote keeping the library downtown.

## **OTHER REPORTS**

### **Center for the Arts**

Jill Lyons updated the board on recent and upcoming events and activities at the Center for the Arts Gallery 194 and Pix Theatre, youth theatre programs, the updated Strategic Plan available for public comment on the website which provides a 5 to 10 year guideline, the review of the center's operation and support grant, her service as a MCACA grant reviewer, upcoming training on the new ticketing program and stated the Family Fun Series will now be free.

## **STAFF REPORT**

### **Executive Director**

Mr. Alt updated the board on upcoming, combined and cancelled Main Street Program training sessions, current Main Street Program incentives available to utilize and the MEDC Block Grant program which requires participation by three downtown building owners. Mr. Alt also updated the board on new businesses opening downtown, the July 13<sup>th</sup> visit by Chris Germain of the Michigan Redevelopment Ready Communities program, receipt of DTE Energy Foundation \$500 grants toward both the Summer Concert Series and the Main Street Program and the \$1,164 funds raised by the Art on Nepessing event which will be left in the funding pool for next year's event. Mr. Alt reported he will be serving as a judge for the Lapeer Days Talent Showcase and will be performing a magic show on October 13<sup>th</sup>.

**OTHER BUSINESS**

Dave Frisch the City's new Director of Public Safety requested the board members feel free to contact him for assistance with any downtown issues and stated community involvement is an important issue to him.

Tony Stroh-Piechowski updated the board on his art and theatre experience.

**ADJOURNMENT**

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

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Mr. Dan Osentoski  
Secretary