

**CITY OF LAPEER
MINUTES OF A REGULAR
DOWNTOWN DEVELOPMENT AUTHORITY
LAPEER MAIN STREET MEETING
OCTOBER 24, 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, October 24, 2018 at 8:00 a.m.

Members Present: Chairman Dan Gerlach, Mr. Dan Osentoski, Mr. Bill Sprague, Mr. Tom Benton, Mr. Tony Stroh-Piechowski, Mr. Dan Sharkey, Mr. Ray Davis and Ms. Catherine Bostick-Tullius.

Members Absent: Vice Chairman Tim Roodvoets, Mr. Tony Macksoud and Mr. Bruce Cady.

Also Present: Mr. James Alt, Executive Director, Mr. Dave Frisch, Public Safety Director, and Ms. Jill Lyons, Center for the Arts Executive Director.

Chairman Gerlach called the meeting to order at 8:02 a.m.

PUBLIC COMMENTS

There were no public comments.

CONSENT AGENDA

It was moved by Ms. Bostick-Tullius and supported by Mr. Benton to approve the Consent Agenda for October 24, 2018 as follows:

1. Approval of DDA meeting minutes held on September 26, 2018; and
2. Approval of Treasurer Report and Bill Listing.

MOTION CARRIED.

Executive Committee

Executive Director Performance Evaluation & New Part-Time Position

Ms. Bostick-Tullius distributed and reviewed the Performance Evaluation Report for Executive Director James Alt. Discussion was held regarding completion of the self-evaluation, the need for additional paid staff to assist the Executive Director and the recommended rate increase and contract renewal of Mr. Alt's employment contract. Discussion was held regarding renewing Mr. Alt's contract, the recommended wage increase for Mr. Alt and the proposed hourly wage and other employer costs for an additional part time DDA staff position.

It was moved by Mr. Sprague and supported by Mr. Osentoski to renew Mr. Alt's employment contract for the period of November 1, 2018 through October 31, 2019 to include a \$1,000 annual wage increase effective November 1st. **MOTION CARRIED.**

It was moved by Mr. Sprague and supported by Mr. Osentoski to approve the addition of a DDA administrative assistant position at a wage of \$10 per hour to work an average of 15 hours per week subject to Mr. Alt developing and the Executive Committee's approval of a job description for the position. **MOTION CARRIED.**

MAIN STREET COMMITTEE REPORTS

Organization Committee

Ms. Bostick-Tullius reported the committee met and discussed an end of the year capital campaign and sending letters to donors thanking them as well as listing the year's accomplishments and items the DDA is working toward in the upcoming year. Ms. Bostick-Tullius stated the committee also discussed holding a joint meeting with the Design Committee to review ideas on improvements needed downtown for the upcoming year.

Design Committee

Mr. Sharkey reported the committee met regarding the pocket park project and discussed other potential projects including dumpster enclosures along Park Street and upkeep and maintenance items needed at the Farmers' Market pavilion. Discussion was held regarding various items relating to the pocket park project including the cost and possibility of applying an anti-graffiti sealant on both building sidewalls, the dwarf species of trees planted, potential video surveillance, lighting and the increased foot traffic downtown which will discourage vandalism.

Economic Restructuring Committee

Mr. Osentoski reported the committee met and decided to continue the rewards card program in 2019 and discussed ideas for the vision, goals and branding for downtown as well as how to encourage downtown businesses to stay open later.

Promotion Committee

Mr. Alt reported the committee met and continued working on the various October events, formed a Ladies Night Out sub-committee and discussed ways to effectively promote downtown outside of the regular events.

OTHER REPORTS

Center for the Arts

Ms. Lyons updated the board on the reporting capabilities of the new ticketing program stating information shows an increase in ticket sales and reviewed the statistics on advance ticket sales. Ms. Lyons also updated the board on events and activities at the Center for the Arts including classes, the Treat Walk, building rentals, participation in the upcoming LCCF annual giving program, the free live Solid State Radio show and the recent successful Tony & Tina's Wedding event. Ms. Lyons reviewed new board members and reported the Center for the Arts Board of Directors has recommended Sue Griggs be appointed to serve as the board's DDA representative.

STAFF REPORT

Executive Director

Mr. Alt updated the board on the upcoming events downtown, areas of focus at the recent Main Street director's retreat and Michigan Downtown Association conference and legislative updates taking effect January 1st including changes to the DDA financial reporting requirements. Mr. Alt updated the board on the pocket park project including the Rotary Club's decision to assign the name of The Ed LaClair Lapeer Rotary Club Pocket Park as was allowed in return for their \$50,000 donation toward the project, the check presentation ceremony scheduled at the park, status of receipt of the MEDC matching funds and installation of certain elements of the metal fencing and gate scheduled next week.

Mr. Alt stated a MEDC Performa workshop is scheduled for November 8th, that he plans to review the October event schedule for potential overloading to make adjustments moving forward, that the Ghost Tours have been very successful and reviewed new businesses opening downtown. Discussion was held on the expectations and work plan implementation reviewed in the recent Main Street webinar.

OLD BUSINESS

Board Vacancies

After discussion regarding various potential candidates to fill the vacant regular DDA board member seat it was moved by Ms. Bostick-Tullius and supported by Mr. Sharkey to recommend the Mayor appoint Sue Griggs, CFA board member, and Virginia Bruman, owner of Chef G's, to fill the current DDA board vacancies.

ADJOURNMENT

There being no further business it was the consensus of the board to adjourn the meeting at 9:17 a.m. **MEETING ADJOURNED.**

Mr. Dan Osentoski
Secretary