

**CITY OF LAPEER  
MINUTES OF A REGULAR  
DOWNTOWN DEVELOPMENT AUTHORITY  
LAPEER MAIN STREET MEETING  
APRIL 25, 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, April 25, 2018 at 8:00 a.m.

**Members Present:** Chairman Dan Gerlach, Vice Chairman Tim Roodvoets, Mr. Dan Sharkey, Mr. Tom Benton, Mr. Ray Davis, Mr. Dan Osentoski, Mr. Pat Hingst, Mr. Tony Stroh-Piechowski and Mr. Bill Sprague.

**Members Absent:** Mr. Tony Macksoud, Mr. Bruce Cady, Ms. Jolane Grossbauer and Ms. Catherine Bostick-Tullius.

**Also Present:** Mr. James Alt, Executive Director, Mr. Dale Kerbyson, City Manager, Mr. Dave Frisch, Police Chief, and Ms. Jill Lyons, CFA Executive Director.

Chairman Gerlach called the meeting to order at 8:01 a.m.

**PUBLIC COMMENTS**

There were no public comments.

**CONSENT AGENDA**

After discussion, it was moved by Mr. Roodvoets and supported by Mr. Stroh-Piechowski to approve the Consent Agenda for April 25, 2018 as follows:

1. Approval of DDA meeting minutes held on March 28, 2018; and
2. Approval of Treasurer Report and Bill Listing.

**MOTION CARRIED.**

**Executive Committee**

**2018-2019 Operating Budget**

The 2018-2019 DDA Operating Budget was reviewed. It was moved by Mr. Davis and supported by Mr. Sprague to approve the 2018-2019 DDA Operating Budget as presented. **MOTION CARRIED.**

It was moved by Mr. Davis and supported by Mr. Osentoski to convene to a Lapeer Main Street, Inc. meeting. **MOTION CARRIED.**

**LAPEER MAIN STREET, INC.**

**Vinyl Bar & Grill – 393 W. Nepessing Street – Facade Loan**

Mr. Alt reviewed the Facade Loan request from Vinyl Bar & Grill including the project cost estimate and design rendering for improvements to building located at 393 W. Nepessing Street to include awnings, exterior painting, signage and replacement of the metal patio enclosure with shrubs.

Discussion was held regarding the loan funding source, collateral, the retractable awnings and the condition of the existing exterior wood trim. After discussion, it was moved by Mr. Stroh-Piechowski and supported by Mr. Osentoski to approve the request from Vinyl Bar & Grill for a Facade Loan in the amount of \$14,476.90 for a period of 5 years at an interest rate of 3%. **MOTION CARRIED.**

It was moved by Mr. Osentoski and supported by Mr. Stroh-Piechowski to adjourn the Lapeer Main Street, Inc. meeting and to reconvene the Downtown Development Authority meeting. **MOTION CARRIED.**

## **MAIN STREET COMMITTEE REPORTS**

### **Organization Committee**

Mr. Osentoski reported the committee met and continued working on the communication plan for fundraising and the volunteer database. Mr. Osentoski updated the board on committee member changes and plans to use the pocket park project to develop a template for fundraising efforts.

### **Design Committee**

Mr. Alt reported the committee has been working on the order of operations and plans for the pocket park development and that a meeting will be scheduled with the various parties involved in the project. Mr. Alt stated the County Road Commission has delivered the parking wayfinding signs to be used during special event street closures.

### **Economic Restructuring Committee**

Mr. Osentoski updated the board on the Lapeer Rewards Card Program, of which 19 completed cards have been submitted, and stated the committee has discussed the possibility of developing a loan program to fund interior improvements such as fire sprinkler systems. Mr. Alt reported the committee is exploring the idea of holding a business open house event to highlight available properties.

### **Promotion Committee**

Mr. Alt distributed the new Downtown Business Directory and updated the board on upcoming events starting up including the Cruise on May 7<sup>th</sup>, Farmers' Market on May 5<sup>th</sup> and the Art on Nepeessing art displays the week of May 8<sup>th</sup>. Mr. Alt reported he will also be producing a promotional video highlighting the various downtown events.

Mr. Benton thanked the various DDA members who participated in the Downtown Business Directory project.

## **OTHER REPORTS**

### Center for the Arts

Ms. Lyons updated the board on activities at Gallery 194 and the Pix Theatre including usage of the facility in April, building rentals, art classes, theater classes, upcoming Gallery 194 exhibits and Pix Theatre performances and the Art on Nepeessing three day event. Ms. Lyons reported the Pix Theatre schedule for next season is nearly complete.

### STAFF REPORT

#### Executive Director

There were no additional comments on Mr. Alt's written report submitted.

#### MEDC Crowd Funding Campaign - Pocket Park Project

Mr. Alt provided an overview of the MEDC Public Spaces Community Places fundraising program to be utilized for the pocket park project. Mr. Alt highlighted the three phases/steps of the program which entail the first step of securing \$50,000 in start-up funds, the second step of raising \$50,000 through crowd funding and the final step of receiving \$50,000 in matching funds from the MEDC. Mr. Alt also reviewed various strategies to be utilized for the project including establishing a project team, identifying potential donors, creating a social media page for the project, developing a project pitch, producing a promotional video for the project and identifying perks, rewards and recognitions for the project. Mr. Alt stated MEDC also recommends and requests notification for a project kick-off event, completion ribbon cutting ceremony, press releases and documentation of the project.

Discussion was held regarding the how to apply the funding commitments from the Rotary Club, the City of Lapeer and the In-Kind work by the DPW to the overall project funding plan. Mr. Alt stated he hopes to begin the crowd funding campaign for the project by early summer.

### ADJOURNMENT

There being no further business, it was moved by Mr. Sprague and supported by Mr. Roodvoets to adjourn the meeting at 8:35 a.m. **MEETING ADJOURNED.**

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Mr. Dan Osentoski  
Secretary