

**CITY OF LAPEER
MINUTES OF A REGULAR
DOWNTOWN DEVELOPMENT AUTHORITY
LAPEER MAIN STREET MEETING
JANUARY 23, 2019**

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 St., Lapeer, Michigan on Wednesday, January 23, 2019 at 8:00 a.m.

Members Present: Chairman Dan Gerlach, Vice Chairman Tim Roodvoets, Mr. Dan Osentoski, Mr. Tom Benton, Mr. Dan Sharkey, Mr. Tony Macksoud, Mr. Tony Stroh-Piechowski, Ms. Catherine Bostick-Tullius, Ms. Sue Griggs and Ms. Ginni Bruman.

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

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

Chairman Gerlach called the meeting to order at 8:00 a.m.

PUBLIC COMMENTS

There were no public comments.

AGENDA AMENDMENT

It was moved by Ms. Bostick-Tullius and supported by Mr. Stroh-Piechowski to add approval of the DDA Audit Report for the period ended June 30, 2018 to the meeting agenda under Other Reports.

MOTION CARRIED.

CONSENT AGENDA

It was moved by Ms. Bostick-Tullius and supported by Ms. Griggs to approve the Consent Agenda for January 23, 2019 as follows:

1. Approval of DDA meeting minutes held on November 28, 2018;
2. Approval of Treasurer Report and Bill Listing; and
3. Approval of the Annual Financial Report for the period ended June 30, 2018.

MOTION CARRIED.

Executive Committee

Mr. Alt reported the new Administrative Assistant Allison Campbell was unable to attend the meeting due to the weather and school commitments, that she plans to attend the February full board meeting and that she has attended an Organization Committee meeting.

MAIN STREET COMMITTEE REPORTS

Organization Committee

Ms. Bostick-Tullius reported the committee met and reviewed the work plan, organized the task force which is scheduled to meet on January 29th and discussed branding and beginning a capital campaign in March. Mr. Bostick-Tullius reported beautification was the highest category in demand for downtown projects suggested on the community survey cards returned.

Design Committee

Mr. Alt reviewed the community survey feedback, the ownership and maintenance history of the downtown clock as well as current operational and maintenance issues of the clock. Mr. Alt reported the existing clock is no longer supported by the manufacturer and that a repair is needed to the existing electrical feed. After discussion, it was the consensus of the board for Mr. Alt to present cost estimates on the current repair as well as replacement to the board for consideration.

Mr. Alt updated the board on a \$3,400 grant application submitted to the MCACA and GFAC for installation of four 8 ft. by 12 ft. murals to be mounted on the exterior Pix Theatre wall adjacent to the new pocket park including match funding requirements, in-kind services allowed to include as match funds and the amount of City DPW in-kind services to be provided toward the project. Discussion was held on the materials used to mount and install the murals, the cost difference to paint the murals directly onto the Pix wall and installing fewer murals if the full grant amount is not awarded. After discussion, it was moved by Ms. Bostick-Tullius and supported by Mr. Osentoski to support the grant application submitted to MCACA for the installation of four murals on the Pix Theatre wall. **MOTION CARRIED.**

Economic Restructuring Committee

Mr. Osentoski reported the committee will be implementing the Rewards Card program on February 1st, that a Meet & Greet event was held on January 22nd at Chef G's and that the first monthly downtown newsletter produced by Jim Alt and Allie Campbell has been sent out.

Discussion was held regarding the architectural design assistance available through the Michigan Main Street Program and the possibility of holding a contest for downtown businesses and building owners to participate in the design assistance to visualize the possibilities available to improve their buildings.

Promotion Committee

Mr. Alt reported the committee is working on goals for 2019 including increasing the focus on downtown retail aspects during upcoming events, and branding services available through the Michigan Main Street Program.

OTHER REPORTS

Audit Report – Period Ended June 30, 2018

Discussion was held regarding the DDA Audit Report for the Period Ended June 30, 2018 including the misuse of the term Promotion Services Agreement versus Programming Services Agreement in the report, clarifying the \$130,587 amount shown for Programming Services Agreement and the Ending Fund Balance percentage amount. It was moved by Ms. Bostick-Tullius and supported by Mr. Roodvoets to table approval of the Audit Report until the next meeting and request the City Treasurer attend the meeting to clarify various items in the report. **MOTION CARRIED.**

Center for the Arts

Ms. Lyons updated the board on ticket sales, audience demographics, social media activity and the successful annual giving Tuesday campaign held in association with the Lapeer Community Foundation. Ms. Lyons also updated the board on current and upcoming exhibits at Gallery 194 and upcoming performances at the Pix Theatre.

MCACA Capital Improvement Grant

Ms. Lyons provided information on the MCACA Capital Improvement Grant available to assist in the cost of remodeling the basement of the Center for the Arts. Ms. Lyons distributed a design rendering prepared for the remodel project and stated the cost estimate for the project is \$117,000 and that the grant requires a dollar for dollar match with no allowance for in-kind donations. Discussion was held regarding various aspects of the project including the acoustic wall design, art class compatible sinks and drains, the location of the fire suppression pipe and initial comments from the Building Department on the conceptual design. Discussion was also held regarding the lack of art culture classes offered by other Lapeer area organizations, the fact the remodeling would make the space more user and instructor friendly and the benefit of increasing revenues by renting space in the basement for various types of events.

Dog Park Update

Mr. Rodney Church, Director of Parks & Recreation, distributed the original design rendering of the proposed Dog Park to be constructed in Rotary Park and reviewed the cost estimate for the project, the possibility of constructing the park in phases, revisions made to the original design and the status of funds raised to date. Mr. Church reported the Dog Park Committee has formed a 501c3 nonprofit, is researching crowdfunding options and has contacted area service organizations and local businesses for donations. Discussion was held regarding potential in-kind service participation, the potential for the DDA to participate financially, the fact the dog park will draw people to the downtown area and whether the park should be included in the DDA's 10 year development plan. Mr. Church will present additional information on the funding requirements at the next DDA meeting.

STAFF REPORT

Executive Director

Mr. Alt encouraged the members to advocate and get the word out on the Dog Park, reviewed results of the 455 responses received from the recent downtown survey stating many written comments listed the dog park as a high priority. Mr. Alt updated the board on the recent Meet & Greet event which had 16-20 attendees and his discussions with downtown property owners on various options available to improve downtown properties. Mr. Alt thanked Lakestone Bank for providing a desk and chair and the City for providing a laptop computer for the new DDA Administrative Assistant.

Discussion was held regarding potential businesses looking to locate downtown. Mr. Macksoud updated the board on the Team Work building MEDC grant renovation project which is anticipated to start construction in spring and changes in Federal funding requirements which will affect the current Growth & Opportunity operation.

NEW BUSINESS

Election of Officers

Discussion was held on nominations of members interested in serving as DDA officers. After discussion it was moved by Ms. Bostick-Tullius and supported by Mr. Stroh-Piechowski to close nominations and elect Dan Osentoski as DDA Chairman, Tony Stroh-Piechowski as DDA Vice Chairman, Catherine Bostick-Tullius as DDA Treasurer and Ginni Bruman as DDA Secretary.

MOTION CARRIED.

Main Street Conference – Seattle, WA

Mr. Alt updated the board on costs associated with attending the National Main Street conference in Seattle Washington March 25th-27th. Discussion was held regarding the various costs and payment of the conference registration fee by Michigan Main Street. After discussion, it was moved by Ms. Bostick-Tullius and supported by Mr. Osentoski to authorize Executive Director Alt to attend the National Main Street conference in Seattle Washington.

MOTION CARRIED.

ADJOURNMENT

There being no further business it was the consensus of the board to adjourn the meeting at 10:01 a.m. **MEETING ADJOURNED.**

Mr. Dan Osentoski
Secretary