

**CITY OF LAPEER
MINUTES OF A REGULAR
DOWNTOWN DEVELOPMENT AUTHORITY
LAPEER MAIN STREET MEETING
MARCH 27, 2019**

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, March 27, 2019 at 8:00 a.m.

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

Members Absent: Mr. Bruce Cady, Mr. Tim Roodvoets, Ms. Sue Griggs and Mr. Tony Macksoud.

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

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

PUBLIC COMMENTS

There were no public comments.

CONSENT AGENDA

It was moved by Ms. Bostick-Tullius and supported by Mr. Stroh-Piechowski to approve the Consent Agenda for March 27, 2019 as follows:

1. Approval of minutes of DDA meeting held on February 27, 2019; and
2. Approval of Treasurer Report and Bill Listing.

MOTION CARRIED.

Executive Committee

There was not a report.

MAIN STREET COMMITTEE REPORTS

Organization Committee

Ms. Bostick-Tullius reported the committee did not meet, updated the board on a recent meeting of the Lapeer Main Street Partnership Committee and stated a presentation with a branding expert is being scheduled for May. Ms. Bostick-Tullius informed the board DTE has estimated the cost to remove the overheard cobra-style street light poles at \$1,250 per pole and that an estimate for upgrading the globes on the decorative street lights has not yet been received.

Design Committee

Mr. Sharkey reported the committee met and continued working on getting cost estimates for improvements to the Farmers' Market pavilion.

Pocket Park Wall Murals

Mr. Sharkey reported the DDA received a \$3,000 grant from MCACA towards the pocket park murals to be installed on the Pix Theatre exterior wall and that the total cost of the project is \$3,400. It was moved by Ms. Bostick-Tullius and supported by Mr. Gerlach to approve an expenditure of \$400 from the Design Committee budget line item for the remaining cost to produce the pocket park wall murals. **MOTION CARRIED.**

Economic Restructuring Committee

Mr. Osentoski reported the committee met and worked on developing a new program similar to the previous DBA Dollars program and reviewed and made changes to the Doing Business in Downtown information. Mr. Osentoski also reported the committee discussed amending the parameters of the Lapeer Main Street Facade Loan Program to provide funding for various building interior work items. The Facade Loan Committee will review the issue and make a recommendation to the full board at a future meeting.

Promotion Committee

Mr. Osentoski highlighted various Promotion Committee activities Mr. Alt's written report including social media activity, website upgrades, postponement of the summer art and cultural event, formerly Art on Nepessing, until summer 2020, upcoming events including Ladies Night on November 15th and a new Witches Night on October 5th and reported the Downtown Directory is currently being printed. Discussion was held regarding the good job by Allie Campbell producing the Downtown Newsletter and continuing to promote the Meet & Greet events to increase attendance.

Center for the Arts

Ms. Lyons updated the board on increased ticket sales, sold-out shows, expanding audience demographics, social media activity and current and upcoming exhibits at Gallery 194 and performances at the Pix Theatre. Ms. Lyons reported a \$10,000 grant application was submitted to the Four County Community Foundation for the Center for the Arts lower level remodeling project, and reviewed grants received from the National Endowment for the Arts and MCACA. Mr. Osentoski reported a Michigan Main Street Program representative will provide recommendations on the Pix Theatre operations.

STAFF REPORT

Executive Director

Mr. Osentoski highlighted items in Mr. Alt's written report including plans to increase direct contact with downtown business owners. Mr. Kerbyson briefly reviewed the State Redevelopment Ready Communities Program. Discussion was held regarding the cost to upgrade the globes on the decorative street light poles, programs available from MiSave in conjunction with DTE to assist with the cost of the lighting upgrades, potential ways to decrease the cost to remove the overhead cobra-style light poles, the responsibility of the City's General Fund to provide city-wide lighting and the downtown beautification element associated with removing the cobra-style light poles.

Discussion was held regarding the need for additional improvements downtown including new dumpster enclosures and self-watering flower planters. Mr. Osentoski updated the board on new businesses opening, current vacancies to be filled downtown and revenues received to date from M-24 sign rentals.

ADJOURNMENT

There being no further business it was moved by Ms. Bostick-Tullius and supported by Mr. Sprague to adjourn the meeting at 8:43 a.m. **MEETING ADJOURNED.**

Ms. Ginni Bruman
Secretary