

**CITY OF LAPEER
MINUTES OF A REGULAR
DOWNTOWN DEVELOPMENT AUTHORITY
LAPEER MAIN STREET MEETING
JUNE 26, 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, June 26, 2019 at 8:00 a.m.

Members Present: Chairman Dan Osentoski, Vice Chairman Tony Stroh-Piechowski, Mr. Dan Gerlach, Mr. Tony Macksoud, Ms. Catherine Bostick-Tullius, Mr. Ray Davis, Ms. Sue Griggs, Mr. Tom Benton, Mr. Dan Sharkey, Mr. Bruce Cady, Ms. Ginni Bruman and Mr. Glenn Alverson.

Members Absent: Mr. Tim Roodvoets.

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

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

PUBLIC COMMENTS

Chairman Osentoski introduced the newly appointed Mayor Glenn Alverson.

Mr. Cady introduced the new Executive Director of the Lapeer Development Corporation Quentin Bishop who will be replacing Pat Lucas after 30+ years. Mr. Bishop briefly reviewed his educational and employment history and stated he has a passion for community and rural development. Mr. Bishop also informed the board there is currently funding available through the Business Acceleration Fund for small tech-related businesses.

Mr. Alt introduced the new DDA Administrative Assistant Laurel Droz stating she has a background in Journalism and Graphic Design. Ms. Droz reviewed her educational and employment history and stated she cares about downtown and her community.

CONSENT AGENDA

Discussion was held regarding creating individual budget line items or a process for revenue/expense tracking for Main Street and Special Events/Promotions as well as each Main Street Committee and regular downtown event and promotion. It was moved by Mr. Gerlach and supported by Ms. Bostick-Tullius to approve the Consent Agenda for June 26, 2019 as follows:

1. Approval of minutes of DDA meeting held on May 22, 2019; and
2. Approval of Treasurer Report and Bill Listing; and
3. Approval of Year End Balancing Budget Amendment.

MOTION CARRIED.

Executive Committee

There was not a report.

MAIN STREET COMMITTEE REPORTS

Organization Committee

Ms. Bostick-Tullius reported the committee met and continued to work on distribution of the initial Capital Campaign fundraising letter.

Design Committee

Mr. Alt updated the board on the Pocket Park project stating the barricades have been removed, the project will be nominated for a landscaping award, the wall murals are completed and that he will be meeting with DPW staff on the logistics for installation. Mr. Alt reported the donor recognition plaque is in production, that security signage will be installed and that a grand opening event is being planned for Friday, July 26th.

Discussion was held on the possibility of making the park a tobacco free zone, placing an additional garbage can near the front entrance and the need to develop a maintenance plan for the park and determine which department/entity will be responsible for managing use of the park facilities.

Economic Restructuring Committee

Mr. Osentoski reported the committee met and worked on the possibility of amending the current Facade Loan Program and discussed the recent branding session. Mr. Osentoski also updated the board on his investigation into the possibility of establishing a National Historic District for the downtown area stating there are no improvement restrictions on downtown building owners if the buildings are only listed on the National Historic Registry and not set up as a local historic district which is similar to the 3 year process recently completed by downtown Oxford. Discussion was held on the existing Piety Hill District which is a local district, tax credits available if a property is located in a historic district, whether there are any Michigan Main Street Program benefits if downtown is designated on the National Historic Registry and the need to get feedback from downtown property owners on their interest level in pursuing a historical designation for downtown. Mr. Osentoski stated he will obtain further information on this process for the board's consideration at a future meeting.

Mr. Alt updated the board on various aspects of and the process to apply for the new Match on Main reimbursement grant program and funding limits available to downtown business for three categories including Technical Assistance, Interior Renovations and Working Capital. Discussion was held regarding the possibility of utilizing the Facade Loan Program funds to assist applicants with the 10% match requirement for the program.

Promotion Committee

Mr. Alt reported the committee met and reviewed utilizing the new brand and logos.

At this time it was moved by Ms. Bostick-Tullius and supported by Mr. Stroh-Piechowski to convene to a Lapeer Main Street, Inc. meeting. **MOTION CARRIED.**

LAPEER MAIN STREET, INC.

Facade Loan Program

Mr. Osentoski reported the Main Street Economic Vitality Committee has had discussions on the possibility of amending the parameters and loan limits of the current Facade Loan Program to provide assistance for building interior improvements. Discussion was held regarding the current restrictions on use of the facade loan funds, the potential to increase the current line of credit limit with Lakestone Bank for the program funds, the need to specify which type of interior improvements would be eligible to utilize the fund and changing the name of the loan program. The Economic Vitality Committee and the Design Committee will work on developing a policy and guidelines for the revised program for the full board to review at a future meeting.

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

Center for the Arts

Ms. Lyons distributed the revised Center for the Arts quarterly financial report for the period ended March 31, 2019. Ms. Lyons updated the board on Center for the Arts activities including the review date for the lower level renovation project grant application, work on the sponsorship drive for the 2019-20 Season and current and upcoming exhibits, classes and events at Gallery 194 and the Pix Theatre.

STAFF REPORT

Executive Director

Mr. Alt updated the board on the recent Main Street Program yearly check-in session including a planning session being scheduled for November to review 2020-21 projects in order to assign each project a priority level, responsible committee and a project budget. Mr. Alt reviewed a draft project list to be distributed to the board members for review and input. Mr. Alt reported the Vinyl Bar & Grill project has received all approvals and is working towards opening and updated the board on additional new businesses opening downtown.

NEW BUSINESS

Adoption of New Brand/Slogan/Logos

The board reviewed the new logo designs, brand and slogans provided at the recent Michigan Main Street branding session. It was moved by Ms. Bostick-Tullius and supported by Mr. Stroh-Piechowski to adopt the new logos, brand and slogans for Lapeer Main Street and the Downtown Development Authority. **MOTION CARRIED.**

Ms. Bostick-Tullius stated the City Commission will consider the newly proposed logos, brand and slogans for the City at their July 1st meeting.

OTHER BUSINESS

Mr. Macksoud provided an update on the Team Work building renovation and facade improvement project stating the west and south facades are expected to be completed by Lapeer Days and that the project is progressing nicely.

ADJOURNMENT

There being no further business it was the consensus of the board to adjourn the meeting at 9:13 a.m. **MEETING ADJOURNED.**

Ms. Ginni Bruman
Secretary