

DOWNTOWN DEVELOPMENT AUTHORITY
Regular Meeting
November 10, 2016

CALL TO ORDER: By Chairperson Sommer on Thursday, November 10, 2016, at 7:32 a.m.

PRESENT: Board members Wirt, Wilson, Phillips, Sommer, and Silvas.

ALSO PRESENT: Mayor Lewis, City Manager Guetschow, Community Development Director Myrkle and Deputy Clerk Dell'Acqua.

ABSENT: Hewitt

APPROVAL OF MINUTES FOR THE REGULAR MEETING OF SEPTEMBER 8, 2016: Board member Phillips moved to correct paragraph A to read that the DDA would make a donation instead of the members of the DDA. Board member Wirt moved to approve the correction. Seconded by Phillips. Carried. 5 Yes. 0 No.

PUBLIC COMMENT:

Joe Borgstrom, Principal of Place & Main Advisors and **Laura Krizov, Manager of Michigan Main Street** presented strategies for the community using what they called the Four Point Approach of Organization, Promotion, Design and Economic Restructuring. They explained the role of Main Street, as a mechanism, to assist the board with their plans of revitalizing downtown. They made suggestions to create a joint strategic plan with all entities such as the DDA, Chamber of Commerce, Council and Main Street.

Hewitt arrived 7:40 a.m.

Discussion was held in regards to the role of the DDA, the smooth integration between the board and Main Street, the board as a governing body for façade improvements, historic preservation and the grants that may be awarded.

Director Myrkle reported that the DDA is financed through assessments and donations and urged members to use Main Street as technical assistance.

Manager Guetschow encouraged the board to be an active role in the design aspect of the city's plan. He stated that he was impressed by the design decisions the board made in regards to the parking lot construction on Washington Street.

Chairperson Sommer and Board member Silvas spoke in favor of supporting the help from Main Street.

ITEMS OF BUSINESS:

A. PROJECT RISING TIDE

Director Myrkle reported that Rising Tide will have a special presentation at the City Council meeting on Monday, November 14, 2016, at 7:00 p.m. He encouraged all DDA members to attend.

Director Myrkle urged members to support this project. He stated that there is so much momentum and interest in revitalizing downtown that the city can't give up now. He named many key volunteers around the community pushing for this project.

Board member Wilson moved to support Project Rising Tide. Seconded by Silvas. Carried. 6 Yes. 0 No.

B.FUTURE REVENUE DISCUSSION:

Director Myrkle reported that fundraising has begun for this project through ambitious local entrepreneurs, businesses, Hayes Green Beach Hospital, and local banks. He explained that the goal is to raise \$100,000 dollars to fund the entire Main Street program here locally, and a portion would be used to hire a full time staff person to manage the details and issues for the downtown businesses and their needs.

C: OTHER UPDATES – Bryan Myrkle
PARKING LOT

Director Myrkle reported that the parking lot on Washington street is done and there are some final touches being made on the functioning of it.

SMALL BUSINESS SATURDAY

He reported that the Chamber of Commerce is holding a Small Business Saturday on November 26, 2016, from 9:00 am. to 4:00 p.m. There will be shopping discounts available at the local downtown businesses.

FARMERS MARKET

The Farmer’s market has moved to an indoor market every other Saturday at the Courthouse downtown.

NEW ORGANIZATION FOR BEACH MARKET

There is a new group called The Friends of Beach Market, a sustainability organization, headed by Nate Scramlin from MEDC. They plan to fundraise for the development of Beach Market.

NATIONAL HISTORIC PLACES UPDATE

He reported that the National Historic Places application had been submitted and he was encouraged by the process. He stated that this application will generate many opportunities for grants in the future.

FOOD TRUCKS

He reported that the food truck proposal has not been accepted by City council yet.

Discussion was held in regards to removal of trees and the work of Consumers Energy in the city and the need for a special species of tree for downtown.

Meeting adjourned by Chairperson Sommer at 8:45 a.m.

Denise Dell’Acqua, Deputy City Clerk