

DOWNTOWN DEVELOPMENT AUTHORITY

REGULAR MEETING AGENDA

Wednesday, October 11th, 2017 at 6:30 PM

Governmental Center, 315 Bridge Street

Board Members - Please notify The Chair or Village Office if you will not be attending

1. Call to Order
2. Roll Call
3. Welcome New Board Member
4. Approval of Agenda
5. Approval of Minutes of Regular Meeting of August 13th, 2017
6. Public Comments- Citizen Comments
7. Treasurer's Report
 - a. Financials –attached separately
8. Coordinator's Report – attached separately
9. Sub Committees
 - a. Events Committee
 - i. Approval of Minutes
 - ii. Events Business
 - b. Infrastructure Committee
 - i. Approval of Minutes
 - ii. Infrastructure Business
 - c. Business Development
 - i. Approval of Minutes
 - ii. Business Development Business
10. Unfinished Business
 - a. Vice Chair Election
 - b. Project Updates
 - i. Façade Grant Status
 - ii. TC to Charlevoix Trail
 - c. Speedway Lease Revenue Proposal
11. New Business
12. Public Comments – General
13. Adjournment

The Mission Statement of the DDA is:

The DDA will be the catalyst for enhancing the overall health of the business community while preserving the character and supporting commerce in Elk Rapids.

The Vision Statement of the DDA is:

Creating a vibrant sustainable place where people and business thrive.

Conflict of Interest Statement:

ANY DDA MEMBER WHO BELIEVES THAT HE OR SHE HAS A CONFLICT OF INTEREST REGARDING ANY ITEM ON THIS AGENDA SHALL SO STATE THAT CONFLICT. DOES ANY MEMBER BELIEVE THEY HAVE A CONFLICT OF INTEREST REGARDING ANY ITEM ON THIS AGENDA?

PUBLIC NOTICE ANNOUNCEMENT

VILLAGE OF ELK RAPIDS NOTICE OF COMPLIANCE WITH ADA MEETINGS

The Village of Elk Rapids shall provide reasonable auxiliary aids and services, such as signers for the hearing impaired and individuals with disabilities at meetings/hearings upon five (5) days' notice to the Village. Individuals requiring auxiliary aids or services should contact the Village of Elk Rapids by writing or calling the following:

William Cooper, Village Manager
PO Box 398
315 Bridge St.
Elk Rapids, MI 49629 (231)

With seven days advance notice, accommodations can be made for persons with disabilities and/or limited English speaking ability, and persons needing auxiliary aids or services of interpreters, signers, readers or large print.

Con siete días de anticipación, el alojamiento se pueden hacer las personas con discapacidad y / o capacidad limitada de habla Inglés, y las personas que necesitan ayudas auxiliares de servicios de intérpretes, los firmantes, lectores o en letra grande.

Với bảy ngày thông báo trước, phòng có thể được thực hiện cho người khuyết tật và / hoặc hạn chế khả năng nói tiếng Anh, và những người cần hỗ trợ các dịch vụ phụ trợ của thông dịch viên, những người ký tên, người đọc hoặc in lớn.

Nrog xya hnuv ua ntej daim ntawv ceeb toom, kev kho kom haum yuav ua rau cov neeg muaj kev tsis taus thiab / los yog tsis tau lus Askiv hais lus muaj peev xwm, thiab cov neeg hu ua deductible lwmm yam kev pab ntawm cov kev pab cuam ntawm cov neeg txhais lus, signers, txawj nyeem ntawv los yog sau loj.

與7天前通知，住宿可以為殘疾人和/或有限的英語口語能力，並需要口譯，簽名，讀者或大型印刷服務的輔助器材的人的人進行。

مع وجود اشعار مسبق من سبعة ايام, يمكن توفير مترجمين, مختصين بلغة الإشارة, قارئین, او حروف كبيرة الحجم لذوي الاحتياجات الخاصة, وهؤلاء لاالذين يتكلمون اللغة الانجليزية بطلاقة.

DDA Regular Meeting **DRAFT** Minutes
Wednesday, September 13 ,2017
Government Center, 315 Bridge Street

1. Meeting called to order @ 6:33 by Cobb.
2. Roll Call
Present: Cobb, Fitzpatrick, Haley, Janisse, Knecht, Thomas, Wayne, Wittbrodt, Witte
Also present: Baker (NLEA)
3. Approval of Agenda
Motion by Knecht, second by Wittbrodt. Motion carried.
4. Approval of Minutes of Regular Meeting of July 12, 2017.
Motion by Wittbrodt, second by Wayne. Motion carried.
5. Public Comment - Citizen
None
6. Treasurer's Report
Haley asked Bill Cooper if the \$3100 budget item had ever been clarified when asked back in November. Bill said yes, it was for administrative functions performed by village staff and it appears to have been decreased this year.
Baker noted it has been discovered that the payback to taxing bodies has been over paid the last few years by approximately \$88,000. This is because the formula was never updated when the new TIF plan was established in 2011. Bill Cooper should be able to let the board know by Jan. or Feb. the actual amount that will be added to our Revenues for this year, now that the calculation has been updated. Haley asked clarification on what amount of our supposed discretionary budget (\$8-\$10K) has actually been spent to date. It appears that payment to Tilley for power washing (\$3250) is the only discretionary expense to date.
7. Coordinator's Report
Baker asked the board for ideas to share with the public via the newsletters and Facebook. These metrics are stable but not necessarily increasing.
Speedway Lease proposal has been prepared but never made it to council for consideration. Motion by Knecht, second by Haley to present this proposal to village council for consideration. Motion carried.
Discussion followed as to whether Janisse should have abstained from the vote.
DDA Forum coming up in Bellaire featuring MDOT designer could be of interest to board. Also, CDC conference in Howell Oct. 4th and 5th, registration is \$100/person. Motion by Wittbrodt, second by Haley to approve \$300 to be used towards registration (only) if any board members would like to attend.
8. Committee reports
 - a). Infrastructure
 - i. Approval of Minutes - Motion by Thomas, second by Witte, to approve minutes of all Infrastructure

meetings to date. Motion carried

- ii. Business - Thomas noted a local company has agreed to come and talk with the committee on wayfinding.
 - Survey has been sent out to businesses asking for feedback on the sidewalk pressure washing.
 - Trash can and bench plan being worked on.
 - Beautification has identified 10 tree grates that must be removed. DPW has begun this work. To be ADA compliant these need to be replaced with something. Benches are currently cost prohibitive at \$1000/bench, and 2 per tree well. Posts and chains are very affordable at approx. \$150/tree. After discussion with a representative from Beautification, the recommendation was made to ask both boards to share the cost of replacing tree grates with posts and chains. Motion by Thomas, second by Haley for board to approve an expenditure of \$1500 towards posts and chains. Motion carried.
 - Committee is working on plan for planters on US 31 bridge.

b). Events

- i. Approval of Minutes - Motion by Wittbrodt, second by Haley to approve minutes of all Events meetings to date. Motion carried.
- ii. Business - Amanda updated board that the Fashion Show had generated a profit of \$335 which the committee would like to donate to Art Rapids. Motion by Wittbrodt, second by Fitzpatrick that a \$335 donation of profits be made to Art Rapids. Motion carried.
 - Wayne handed out a proposal put together in support of contracting for an Events Coordinator, namely, Holly Schlichter. Motion by Wayne, second by Haley to hire Holly Schlichter to organize and manage 3 winter events with total compensation not to exceed \$900. Much discussion followed. Roll call vote taken. Yay: Fitzpatrick, Haley, Knecht, Wayne, Wittbrodt, Witte. Nay: Cobb, Janisse, Thomas. Motion carried.

c). Business Development

- i. Approval of Minutes - Motion by Thomas, second by Wayne to approve minutes from June and July. Motion carried.
- ii. Business - No board actions to date.
 - Have been meeting with business owners.
 - Looking into availability of new facade grant \$\$.
 - Wayne noted through these meetings they have identified that many business owners do not have emails for their businesses.

9. Unfinished Business

a). Project Updates

- i. Facade Grant - Amanda reported this is in progress and will be for a while but not necessarily something we need to discuss each month.
- ii. TC to Charlevoix Trail - Still waiting to hear on grant request decision for preliminary design work.

10. New Business

- a). Cherry Farm and Burnetts Tour Recap - Both Wayne and Witte were able to attend this tour and found it extremely informative. Wayne noted Mr Amos comment that this is a very challenging business to be in today.
- b). Meeting cancellations - The board decided to adopt the practice of rescheduling cancelled meetings for the next Wedn.. Committees can decide individually how they would like to handle cancelled meetings.
- c). Board Resignation and Officer Succession - Cobb informed the board that she had accepted a new job

in TC and was resigning. Motion by Wayne, second by Wittbrodt to appoint Thomas as new Chair. It was decided to postpone voting for a new Vice chair until the next meeting at which time we will hopefully have new members.

11. Public Comments - Board
None

12. Adjournment
Motion by Wittbrodt to adjourn the meeting at 8:29, second by Wayne. Motion carried.

Minutes submitted by Carol Haley

Elk Rapids
DOWNTOWN DEVELOPMENT AUTHORITY
Coordinator's Report
October 11, 2017

2017 Work Plan Updates

- a) Meet with and collect contact information for all DDA district stakeholders
- b) Develop & Maintain a communication database and campaigns
 - i) September Newsletter Stats
 - (1) Sent to 135, 48.1% Open Rate (This is a significant jump from the 20-25% open rates we have been seeing)
 - ii) Facebook Metrics (September)
 - (1) Total Likes: 442 (18 new)
 - (2) Most Engaged Day: 9/26/17 (September Newsletter)
 - (3) Total Reach: 2,240 Unique Users (Holding about the same as last month)
- c) 2018 Annual Planning Meeting
- d) 2017 Annual Report – Done
- e) 2018 Annual Budget
- f) Establish Priority Subcommittees – See Agenda Items
 - i) Events- First Wednesday of the Month 3:30 pm, Government Center
 - ii) Infrastructure- First Wednesday of the Month 8:30 am, Government Center
 - iii) Business Development- Second Wednesday of the Month, 5:30 pm, Government Center
- g) DDA Activities

CEC Conference Recap

Agenda Items

- 1. **Vice Chair Election** (Unfinished Business, item a.)
“Article III OFFICERS
Section 5. Vice Chairman
In the absence of the chairman or in the event of his inability or refusal to act, the Vice Chairman shall perform the duties of the Chairman and when so acting shall have all the powers and be subject to all restrictions of the Chairman.”
- 2. **Façade Grant Status** (Unfinished Business, item b. i.)
Projects continue to run smoothly.
- 3. **TC to CHX Trail** (Unfinished Business, item b. ii.)
Call in to the tribe to find status on the 2% Grant application.
- 4. **Speedway Lease Revenue Proposal** (Unfinished Business, item c.)
Proposal was included in as a correspondence for the board, but it was not added as an agenda item. The plan is to have it as an agenda item for the second meeting this month.

Elk Rapids DDA

Infrastructure Committee meeting minutes

Wednesday 10/4/17

Elk Rapids Government Center – Old Council Chambers

1. Welcome & Intro 8:30 am
 - Carol Haley, Steve Thomas
 - Out of Town – Jim Witte, Amanda Baker
2. Project updates
 - Wayfinding – no update at this time
 - Street Cleaning - No update at this time
 - Trash Bins -
 - Application submitted to GT Region Foundation for a \$5000 grant to kick off bin replacement project
 - Map of locations – Contacted county for a computer file map that Jim and Steve can add input to so we can have on file // Currently waiting on county GIS dept

General

- a) US31 Bridge planters
 - Amanda reached out to MDOT & Road Commission . Next step – determine size and type, and potential of buying versus making (maybe an Eagle Scout project)
 - Carol to reach out to Pat for recommendation of size and type
 - Lions Club interested in maintaining the planters
- b) Holiday lighting
 - Charlevoix company gave incomplete bid // First number is over \$8000 and doesn't include everything requested
 - - Discussion of current budget –
 - DPW - \$5000 -- \$4000 towards decoration / \$1000 is set for Electrical
 - Beautification -- \$2500, \$2000 towards Garlands / \$500 towards Bows
 - Action item – Carol to reach out to Charlevoix company to clarify bid, Also to get in touch with Shine (from Traverse City) for another bid**
 - Will attempt to have better more complete bid to review for Wednesday meeting
- c) Boardwalk— gathered input from DPW, committee will meet again to further discuss prior to giving any recommendation

Elk Rapids DDA

Business Development Committee Meeting Minutes

Wednesday, September 13, 2017

5:30 PM

Government Center

I. Welcome & Introductions

Mark Wayne, Kathy Wittbrodt, Amanda Baker

II. Restaurant Fact Finding

Multiple places don't follow any digital media. Perhaps increased wayfinding/community events posting area. Utilize banners and other options to have the information displayed where people easily can see them.

Other input seemed to say some of the business owners could use discreet business consulting. Perhaps the DDA could work with SCORE or SBDC connect those businesses with help.

Committee will meet with TC SCORE chapter to determine ways to approach businesses that may need assistance in multiple areas of business operation.

III. General

a. Sales Tracking Survey Results

b. Escanaba Façade Grant Model

Set up a method to speed up Façade grants with up front work done by the DDA (with a deposit.)

Amanda will talk to MEDC about this possibility along with more rental funding.

Anything for new construction?

Could also work in a smaller projects to spiff up town.

IV. Adjourn