

DOWNTOWN DEVELOPMENT AUTHORITY

REGULAR MEETING AGENDA

Wednesday, April 11th, 2018 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. Approval of Agenda
4. Approval of Minutes of Regular Meeting of March 14, 2018
5. Public Comments- Citizen Comments
6. Treasurer's Report
 - a. Financials –attached separately
7. Coordinator's Report – attached separately
8. Sub Committees
 - a. Events Committee
 - i. Approval of Minutes
 1. April 4, 2018
 - ii. Events Business
 - b. Infrastructure Committee
 - i. Approval of Minutes
 1. April 4, 2018
 - ii. Infrastructure Business
 - c. Business Development
 - i. Approval of Minutes
 1. March 14, 2018
 - ii. Business Development Business
9. Unfinished Business
 - a. Project Updates
 - i. Façade Grant Status
 - ii. TC to Charlevoix Trail
 - iii. Elk Rapids Broadband
 - b. Main Street Findings
10. New Business
11. Public Comments – General
12. 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 hnub 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 lwm 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 الاشارة, قارئين, او حروف كبيرة الحجم لذوي الاحتياجات الخاصة, وهؤلاء لاالذين يتكلمون اللغة الانجليزية بطلاقة.

DDA Regular Meeting DRAFT Minutes

Wednesday, March 14, 2018

Government Center, 315 Bridge St., Elk Rapids, MI

1. Meeting called to order at 6:30 by Thomas
2. Roll call – Present: Fitzpatrick, Janisse, Knecht, Scram, Simpson, Thomas, Wayne, Wittbrodt, Witte. Excused: Haley, Werner
3. Approval of Agenda – Motion by Wittbrodt; second by Knecht. Motion carried.
4. Approval of Minutes of Regular meeting of February 21, 2018. Motion by Simpson; second by Wittbrodt. Motion carried.
5. Public Comments – None
6. Treasurer's Report – Motion to approve by Knecht; second by Fitzpatrick. Motion carried.
7. Coordinator's report – Baker called the Board's attention to the upcoming – May 11th – NLEA Annual luncheon at Boyne Mountain. She updated her 2017 Work Plan. Remaining items are on the New and Unfinished Agenda items.
8. Sub Committee Reports
 - a. Events Committee
 1. Motion to approve minutes of 03/07/18 meeting offered by Wittbrodt; second by Witte. Motion carried.
 2. Simpson said items discussed were the Chili Cook-Off and plans to repeat in 2019; the Festival of Food and plans to have at a later date while encouraging a prize of some sort – gift certificate, dinner for two, etc -similar to Restaurant week in TC, the Fashion Show to be held in early June when the merchants have more inventory. Other scheduled items include a Fall Festival 10/06/18, Fall Festival of Foods 11/05-11/10, Shop Local 11/24/18 and a Holiday Festival 12/08/19.
 - b. Infrastructure Committee
 1. Motion to approve minutes of 03/07/18 meeting by Simpson; second by Wittbrodt. Motion approved.
 2. Business
 - a. Speedway Revenue Projects include – Trash bins – DPW will have refurbished by early April; Sidewalk cleaning – will be done before Memorial Day; Wayfinding/light at South entrance - various ideas being discussed including solar or in ground lighting.
 - b. Other projects – Still discussing options for Holiday decorations, US31 bridge planters, enhancements to bike parking and crosswalk painting.
 - c. Update – DPW will begin work on Cedar St trees when Elmer's starts work on the sidewalk. Replacement to include two trees for each tree removed.
 - c. Business Development Committee
 1. Motion to approve minutes of 02/21/18 meeting by Fitzpatrick; second by Wayne. Motion carried.
 2. Mini Grants – Links provided to Petoskey and Boyne City Design Centers for info;
 3. Business Incentive Package – looking at Tap in fees; PILOT; Abatement; Parking and water bill credits.
 4. Business Communications – Simpson completed the re-cap on interviews with all River Street merchants. Some of the information gleaned is:
 - a. Many of the businesses are struggling;
 - b. Would like a brighter gateway/entrance to River St;

- c. Would like to see more retail on River St;
- d. Almost all would like Farmer's Market moved downtown;
- e. Merchants would like to rekindle a Downtown Merchant Group as a subset of the DDA.

9. Unfinished Business

a. Project Updates

- 1. Facade Grants – Payments are beginning to come in and work is gearing up for Spring;
- 2. TC to Charlevoix Trail – RFP being finalized – with funds ahead of schedule, Acme to Williams Rd may be possible – a fund raiser is planned at Pearl's 04/12 at five o'clock PM;
- 3. Elk Rapids Broadband – Nothing new.

10. New Business

- a. NLEA Contract Renewal – No need for any significant change – Motion made by Fitzpatrick, second by Knecht, to approve contract for 2018. Motion approved.
 - b. Main Street Program – Baker does not recommend program for Elk Rapids at this time. Witte went to 1 ½ day basic meetings and though it was well worth it and gave extra tools in the “toolbox”. Simpson commented on growth in Kalkaska and Cheboygan due to Main Street program. Scram asked if NLEA could speak on Main Street program at a DDA meeting. Wittbrodt moved and Simpson seconded to pursue Main Street Program information. Motion carried.
 - c. Library Expansion Support – Thomas got update to see where it stands – they are looking at costs to decrease square footage. Knecht said to withhold support until a firm plan is in place.
11. Public Comments – Simpson and Wittbrodt commented on the workshops they attended in Lansing last month. They were worthwhile and included success stories that were helpful.
12. Adjournment – Wittbrodt moved and Simpson seconded a motion to adjourn at 7:15 PM. Motion carried

Minutes submitted by Sharon H Fitzpatrick

Village of Elk Rapids
Downtown Development Authority
Revenue vs. Expense Report
as of March 31, 2018

GL NUMBER	DESCRIPTION	2018-19	ACTIVITY FOR		AVAILABLE BALANCE	% BDGT USED
		AMENDED BUDGET	YTD BALANCE 03/31/2018	MONTH 03/31/2018		
Fund 791 - DDA TIFA DISTRICT						
Revenues						
Dept 000						
791-000-671-500	FROM/GEN CAP/401/SPEEDWAY	8,400.00	1,400.00	1,400.00	7,000.00	16.67
791-000-690-700	FROM/101/204/228/DDA TIFA D2	55,300.00	0.00	0.00	55,300.00	0.00
791-000-691-100	COUNTY TIFA TAX D2	34,878.00	37,024.93	37,024.93	(2,146.93)	106.16
791-000-691-113	TOWNSHIP TIFA TAX D2	6,396.00	6,448.66	6,448.66	(52.66)	100.82
791-000-691-200	LIBRARY TIFA TAX D2	2,522.00	2,543.31	2,543.31	(21.31)	100.84
791-000-692-300	FROM/101/204/228/DDA TIFA D3	14,700.00	0.00	0.00	14,700.00	0.00
791-000-693-000	TOWNSHIP TIFA TAX D3	1,572.00	2,503.34	2,503.34	(931.34)	159.25
791-000-693-200	LIBRARY TIFA TAX D3	620.00	987.10	987.10	(367.10)	159.21
791-000-699-000	PRIOR YR/ENDING CASH BALANCE	25,000.00	0.00	0.00	25,000.00	0.00
Total Dept 000		149,388.00	50,907.34	50,907.34	98,480.66	34.08
Expenditures						
Dept 791 - DDA TIFA DISTRICT						
791-791-801-000	ATTORNEY	500.00	0.00	0.00	500.00	0.00
791-791-803-000	AUDITOR	1,400.00	0.00	0.00	1,400.00	0.00
791-791-804-100	PROFESSIONAL SERVICES/EDC	30,000.00	0.00	0.00	30,000.00	0.00
791-791-818-500	PROF SVC/SOFTWARE/SUPPORT	900.00	2,918.00	2,918.00	(2,018.00)	324.22
791-791-864-000	TRAINING/CONFERENCES	200.00	0.00	0.00	200.00	0.00
791-791-885-200	DDA - INFRASTRUCTURE	6,000.00	0.00	0.00	6,000.00	0.00
791-791-885-300	DDA - EVENTS	4,000.00	91.00	91.00	3,909.00	2.28
791-791-885-400	DDA - BUSINESS DEVELOPMENT	2,000.00	0.00	0.00	2,000.00	0.00
791-791-900-000	PRINTING & PUBLICATION	200.00	0.00	0.00	200.00	0.00
791-791-956-000	MISCELLANEOUS	500.00	0.00	0.00	500.00	0.00
791-791-960-500	TO/GEN/101/ADMIN	1,000.00	0.00	0.00	1,000.00	0.00

**Village of Elk Rapids
Downtown Development Authority
Revenue vs. Expense Report
as of March 31, 2018**

GL NUMBER	DESCRIPTION	2018-19 AMENDED BUDGET	YTD BALANCE 03/31/2018	ACTIVITY FOR		% BDGT USED
				MONTH 03/31/2018	AVAILABLE BALANCE	
791-791-966-500	ATT.16 REIMB.TWP.	2,011.00	0.00	0.00	2,011.00	0.00
791-791-966-510	ATT.16 REIMB.LIBRARY	306.00	0.00	0.00	306.00	0.00
791-791-967-520	ATT.16 REIMB.COUNTY	3,954.00	0.00	0.00	3,954.00	0.00
791-791-968-530	TO/GEN/101/ATTACHMENT 16	4,457.00	0.00	0.00	4,457.00	0.00
791-791-968-540	TO/MUNI STR/204/ATTACHMENT 16	1,793.00	0.00	0.00	1,793.00	0.00
791-791-968-550	TO/WASTE COLLECT/228/ATTACHMENT 16	453.00	0.00	0.00	453.00	0.00
791-791-992-000	DEBT/PRIN/LAKE/LOOMIS	40,000.00	0.00	0.00	40,000.00	0.00
791-791-992-100	DEBT/INT/LAKE/LOOMIS	14,355.00	0.00	0.00	14,355.00	0.00
Total Dept 791 - DDA TIFA DISTRICT		114,029.00	3,009.00	3,009.00	111,020.00	2.64

Fund 791 - DDA TIFA DISTRICT:

TOTAL REVENUES	149,388.00	50,907.34	50,907.34	34.08
TOTAL EXPENDITURES	114,029.00	3,009.00	3,009.00	2.64
NET OF REVENUES & EXPENDITURES	35,359.00	47,898.34	47,898.34	(12,539.34)

Elk Rapids DDA
Infrastructure Committee Meeting Minutes

Wednesday, April 4, 2018
8:30 AM

Elk Rapids Government Center - Old Council Chambers

- I. Welcome & Introductions
Jim Witte, Steve Thomas, Kathy Wittbrodt, Amanda Baker
- II. Speedway Revenue Projects
 - a. Trash Bins
 1. Pick Design
Barco catalog, pg 179, 08CL1425, Black Onyx
Order 10 bins for 2018 season, not to exceed \$10,000.
 2. Look into double receptacles for next year
 - b. Sidewalk Cleaning
 - c. Wayfinding
 1. Sign Light Details
Estimate of \$200 to light the South sign, \$800 to light the north sign.
Request \$1000 from wayfinding money to light the signs.
 2. Pro Image Discussion
We need to bring in Parks & Rec, the Village, and more to really assess what is needed and plan accordingly. Pro Image's presentation doesn't seem like it will go far enough in the planning. Corbin's proposal was more detailed, but is there a middle ground to look at pricing.
 3. River Street Entrance Sign
Check into painting a brighter color.
- III. Other Projects
 - a. Tree Lights & Branch Wrapping
On hold for power concerns
 - b. Holiday Decorations
Meeting with Village, DPW, Beautification
 - c. US 31 Bridge Planters
Brackets from Give me a Brake \$130. Needs to be aluminum. Could get cheaper basic ones, but the flowers would be on an angle.
Sue Barr may be interested in helping.
 - d. Bike Parking Enhancements
 1. Chery Capital Cycling Club Grant- Minor grant deadline June 30, Major Sept 1.
Jim will look into possible partnerships for barricades or painting on the site.
 - e. Crosswalk Painting
- IV. Other Commission Updates
 - a. DPW

- b. Beautification
- c. Other

V. Adjourn –



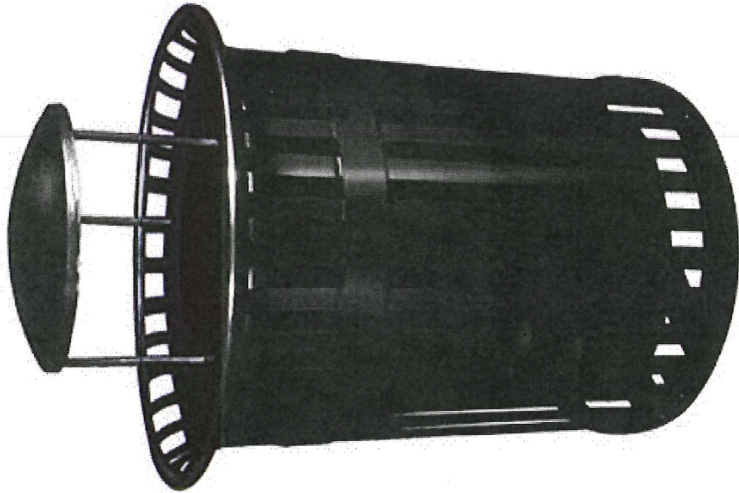
Cassidy™ Receptacles

Parent SKU: WR-15

Buy 6

\$909.85 each

save 9%



Description

- Attractive, modern, 32-gallon receptacle for indoor/outdoor use
- Solid steel construction with 1-3/16" w x 3/16" thick slats
- Durable weather-resistant powder-coated finish
- Pre-drilled for surface mount
- Sets include rigid plastic liner with choice of rain bonnet or flat lid
- Assembly hardware and security cable included

Specifications

SKU	08CL1420	08CL1425
Model Name	32 Gal Flat Lid Receptacle	32 Gal Rain Bonnet Lid Receptacle
Height	31"	39.5"
Diameter	27"	27"
Capacity	32 Gallon	32 Gallon
Configuration	Open Top	Rain Bonnet
Material	Steel	Steel
Weight	108.0	112.0

Elk Rapids DDA

Business Development Committee Meeting Minutes

Wednesday, March 14, 2017

5:30 PM

Government Center

I. Welcome & Introductions

Mark Wayne, Amanda Baker, Karen Simpson, Kathy Wittbrodt, Brian Scram

II. Mini Grants

a. Dates

Blast out to all and target a few interested.

Grant Deadline of April 27

Committee choice by the May 9 Board Meeting for approval

Winner announced May 11

Project deadlines July 15

b. Info needed for Application

Use Petoskey's Model

III. Business Incentive Package

Kathy reached out to DPW for brainstorming incentives such as:

- Set up as point group for personalized incentive packages

- Water/Sewer tap in fees for residential units

- Zoning

- What is the Village working on for water run off?

Focus on Tax abatement and Tap in Fees through the Village for the package

What do tap in fees look like in other communities

IV. General

a. Business Communication

New owner of Antiques Market, Raphael

b. Downtown Merchant Group as a subset of the DDA

Karen will get a letter out to the district merchants to establish a meeting for

c. Pitch Night Committee

Karen will join the committee

V. Farmers Market – Mark spoke to the Chamber about moving

VI. Adjourn -

Elk Rapids
DOWNTOWN DEVELOPMENT AUTHORITY
Coordinator's Report
April 11, 2018

2017 Work Plan Updates

- a) Meet with and collect contact information for all DDA district stakeholders
146 of 169 have some point of contact information
- b) Develop & Maintain a communication database and campaigns
 - i) March Newsletters
 - (1) 5 Campaigns sent
 - (2) Averaging a 32% Open Rate on businesses sublists
 - ii) Facebook Metrics (March)
 - (1) Total Likes: 542 (4 new)
 - (2) Most Engaged Day: 3/14 (DDA Board Meeting)
 - (3) Total Reach: 517 Unique Users (down from last month)
- c) 2018 Annual Planning Meeting
- d) 2016 Annual Report – Done
- e) 2018 Annual Budget – Done
- f) ~~Establish Priority Subcommittees – See Agenda Items~~
 - i) Events- First Wednesday of the Month 5:00 pm, 212 River St.
 - 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

Grant Highlight

Each month I will bring a new grant opportunity before the board to discuss what types of projects it might fit with as well as the specifics of the application and award amounts.

Paddle Antrim Ripple Effect Mini-Grant

Grant Cycle: April 20 & October 19

Grant Amount: Small open amount with matching funds, generally less than \$5,000

Description: This competitive grant program funds projects that protect the waterways and connect people to them. Potential projects must focus on stewardship, education, or increasing accessibility to the lakes and rivers. In the past three years, Paddle Antrim has awarded over \$15,000 from income earned through their events. Projects must be focused on the Elk River Chain of Lakes watershed or adjacent watersheds which impact Antrim County. Eligible applicants include Michigan-based non-profit organizations or governmental entities.

Possible Elk Rapids Projects: Wayfinding, Rotary Park Master Plan, Elk River Landing Space, Elk River Trail to Veterans Memorial Park, Water Trails and Assets, Improve Space for Youth Activities, Dam Beach & Fishing Park Improvements

NLEA Annual Lunch May 11 at Boyne Mountain!

Agenda Items

1. **Façade Grant Status** (Unfinished Business, item a. i.)
Continues to run smoothly. Work and payments are coming through. Most work scheduled to be done by the end of the summer with grant wrap up winter 2018/spring 2019

2. **TC to Charlevoix Trail** (Old Business, Item a. ii.)

RFP is being finalized for design from Elk Rapids connecting to Acme.

3. **Elk Rapids Broadband** (Old Business, Item a. iii.)

4. **Revisit Main Street Program** (New Business, Item b.)

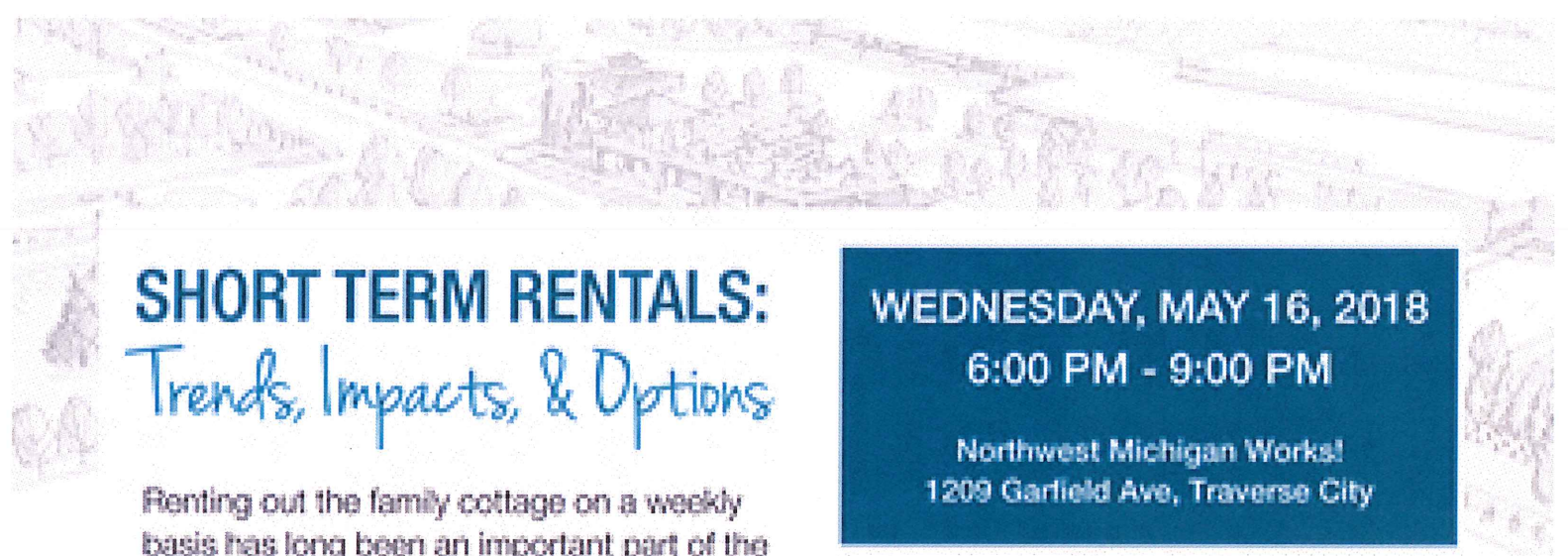
Hiring a full time director remains the biggest hurdle for the Main Street Program. Recommendation from participating communities is not to pursue the program unless a plan is in place for this position. Average salary for a Main Street Director in Michigan falls in the range of \$30,000-\$50,000, bringing the total cost with taxes and benefits to \$40,000-\$65,000 annually. There are 3 main methods for funding this:

1) DDA Funded: DDA would take on the care and feeding of the full time director. This method requires financial solvency for the DDA that is able to carry this load.

2) DDA/Municipal Partnership: Cities like Allegan, MI have recognized the benefit of a full time Main Street Director and have chosen to partner with the DDA to provide wages. In order to use this method, there must be solid buy in from the municipality that the Main Street director will have an effect on the community.

3) Fundraising: Some communities have gone with a fundraising method to pay their director. A major downfall here is the director will then have to spend a significant amount of time tracking down the donations to pay his or her salary.

Training Dates: Main Street Basics in Charlevoix June 21; Main Street in Practice in Saline April 25 or Otsego July 10.



SHORT TERM RENTALS: *Trends, Impacts, & Options*

Renting out the family cottage on a weekly basis has long been an important part of the region's economy. So why is it a constant topic of conversation these past few years?

- Has the introduction of the Airbnb model changed the short term rental industry?
- What is the impact on our communities?
- Should short term rentals be regulated? And if so, how?

You're invited to attend a training on May 16th to learn about the impact of the growing short term rental industry and hear input from local stakeholders.

Registration: \$40

nwm.org/short-term-rentals

Light refreshments will be provided.

For more information contact:
Kathy Egan, Networks Northwest
231-929-5057
kathy.egan@networksnorthwest.org

WEDNESDAY, MAY 16, 2018

6:00 PM - 9:00 PM

Northwest Michigan Works!
1209 Garfield Ave, Traverse City

AGENDA

INTRODUCTION:

Networks Northwest will share information on local concerns, regulations, and community impacts in Northwest Michigan.

KEYNOTE:

Ulrik Binzer

Founder and CEO of Host Compliance

The leader in short term rental compliance monitoring and enforcement solutions for local governments

PANEL DISCUSSION:

Stakeholder Impacts

Representatives from local government, real estate, hotel industry, and vacation rental management will discuss local trends and impacts of short term rentals.

This meeting is open to all members of the public under Michigan's open meetings act. If you are planning to attend and have a disability requiring any special assistance at the meeting, or for more information, please notify Networks Northwest at (231) 929-5000.

Networks Northwest
Talent / Business / Community

