

**DOWNTOWN DEVELOPMENT AUTHORITY**  
**SPECIAL MEETING AGENDA**  
**THURSDAY, APRIL 30, 2020, 4:00 PM**  
**THIS MEETING WILL BE HELD ELECTRONICALLY**

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

1. Call to Order
2. Roll Call
3. Citizen Comments
4. New Business:
  - A. \$3,000 expenditure for Marketing – Roll Call Vote
  - B. Three Part Plan for Relief and Recovery – Discussion  
A copy of the draft plan is attached
  - C. Budget amendment detail – Roll Call Vote  
Detail for the budget amendment is attached
5. 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?*

## **MEMBERS OF THE PUBLIC:**

**Please see the following instructions for participating electronically in this meeting. The DDA will be using Zoom webinar to conduct meetings until the state's Stay Home/Stay Safe order is lifted. Please read all of the instructions before joining the meeting.**

### Before the start of the meeting

1. Zoom virtual meeting will start 30 minutes before the posted meeting start time
2. All participants will be placed in a virtual waiting room until the meeting moderator (Host) starts the virtual meeting
3. Video/Audio Settings
  - a. Board members will be unmuted immediately (by the meeting moderator) upon joining the meeting
  - b. Meeting attendees will have their video turned off and we will not see their faces.
  - c. The meeting moderator is the only person who is able to unmute meeting participants during the meeting
4. Information you need to know:
  - a. Recorded Meeting: This meeting is being recorded
  - b. Public Participants: All meeting participant's audio will be muted and their individual video broadcast will be turned off when they join the virtual meeting.
  - c. Violations: According to the Attorney General, disruptive behavior maybe be subject to criminal charges under MCL 752.797 and MCL 750.540. Disruptive behavior may result in being muted, being returned to the waiting room, or being removed from the meeting.
  - d. Public Comments:
    - i. The DDA Chair will announce that we have reached public comment.
    - ii. Participants wishing to speak will "raise their hand"
    - iii. The DDA Chair will greet the person, ask them to state their first/last name, home address and limit their comments to 3 minutes
    - iv. The moderator will unmute them
    - v. After their comments have been concluded, the moderator will mute the participant

NOTE: We will complete steps 2-5 until all public comments have been heard.

### After the meeting adjourns

1. Meeting Moderator will save the meeting recording to the Zoom cloud. An audio version of the meeting will be posted on the Village website.

### How the public can participant in the meeting

- Virtual meeting link is included with agenda materials (below)
- Options to join
  - Click on meeting link - no need to setup a FREE Zoom account
  - Use Zoom app or web site – only need meeting ID and password

DDA Special Meeting Zoom Webinar.

When: Apr 30, 2020 04:00 PM Eastern Time (US and Canada)

Topic: DDA Special Meeting - April 30, 2020

Please copy the link below and paste it into your browser to join the webinar:

<https://us02web.zoom.us/j/83813606243?pwd=cHVheHIWOUFzd3Zab1dEUjNvQ1AwQT09>

Password: 223627

Or iPhone one-tap:

US: +13126266799,,83813606243# or  
+16465588656,,83813606243#

Or Telephone:

Dial (for higher quality, dial a number based on your current location):

US: +1 312 626 6799 or  
+1 646 558 8656 or  
+1 301 715 8592 or +1 346 248 7799 or  
+1 669 900 9128 or  
+1 253 215 8782

Webinar ID: 838 1360 6243

International numbers available: <https://us02web.zoom.us/j/83813606243?pwd=cHVheHIWOUFzd3Zab1dEUjNvQ1AwQT09>

**For the Hearing Impaired requiring assistance: Please notify the Village no later than Wednesday morning, April 29, to receive instructions as to how to connect to this meeting.**

## **Three Part DDA Relief and Recovery Plan**

April 22, 2020

- I. Financial Aid
  - a. Rent Relief Grants
  - b. Rent Takeover/Retail Incubator
  - c. Safety Requirement Grant (Masks, Safety Screens, Gloves, Signage)
  - d. Inventory replenishment/replacement grants

Funds will come from combined efforts of DDA and \*community partners to fundraise and apply for grant opportunities/Patronicity

- II. Comprehensive program to reopen businesses safely
  - a. Comprehensive Report of Guidelines to Village and businesses based on Governor's policies
  - b. Best practices for safe reopening by business type
  - c. Consultation with individual business owners

Safety Best practices will be developed with \*community partners and online resources

- III. Major Marketing and Events Campaign
  - a. Marketing of Open Businesses/Parks/Outdoor Activities and Events
  - b. Marketing of Safety
  - c. Marketing to Tourism
  - d. Event Schedule
  - e. Consultation with individual businesses on social media and online options

Marketing will include social media, Kiosks, signing, Chamber Publication, video series with Jeff Turick

Other initiatives to discuss are pop up parks on River and Ames, sprucing up Downtown with planter boxes, street closures

\*Community Partners include: Village of Elk Rapids Staff and Village Council, Elk Rapids Parks and Rec Committee, Elk Rapids Chamber, Elk Rapids Rotary, Business Partners, Recovery Team, Elk Rapids Schools, Harbor Days Committee, Financial Institutions, Paddle Antrim



**Downtown Development Authority  
Amended FY 2020-21 Budget**

			<b>Requested</b>
		<b>2020-21</b>	<b>Amended</b>
<b>GL NUMBER</b>	<b>DESCRIPTION</b>	<b>BUDGET</b>	<b>Budget</b>
<b>Fund 791 - DDA TIFA DISTRICT</b>			
Revenues			
Dept 000			
791-000-672-000	INTEREST	150.00	150.00
791-000-690-700	FROM/101/204/228/DDA TIFA D2	64,964.00	64,964.00
791-000-691-100	COUNTY TIFA TAX D2	40,907.00	40,907.00
791-000-691-113	TOWNSHIP TIFA TAX D2	7,075.00	7,075.00
791-000-691-200	LIBRARY TIFA TAX D2	2,772.00	2,772.00
791-000-692-300	FROM/101/204/228/DDA TIFA D3	27,230.00	27,230.00
791-000-693-000	TOWNSHIP TIFA TAX D3	2,265.00	2,265.00
791-000-693-200	LIBRARY TIFA TAX D3	895.00	895.00
791-000-699-000	PRIOR YR/ENDING CASH BALANCE	100,000.00	100,000.00
Total Dept 000		246,258.00	246,258.00
Expenditures			
<b>Dept 791 - DDA TIFA DISTRICT</b>			
791-791-801-000	ATTORNEY	500.00	500.00
791-791-803-000	AUDITOR	950.00	950.00
791-791-804-100	PROFESSIONAL SERVICES	24,000.00	24,000.00
791-791-818-500	SOFTWARE SUPPORT	1,200.00	1,200.00
791-791-864-000	TRAINING/CONFERENCES	500.00	500.00
791-791-884-000	ECONOMIC DEVELOPMENT	7,000.00	7,000.00
791-791-885-200	DDA - INFRASTRUCTURE	8,000.00	8,000.00
791-791-885-300	DDA - EVENTS	6,000.00	6,000.00
791-791-885-400	DDA - BUSINESS DEVELOPMENT	4,000.00	4,000.00
791-791-900-000	PRINTING & PUBLICATION	200.00	200.00
791-791-954-100	STATE EMERGENCY RECOVERY EFFORT		55,000.00
791-791-956-000	MISCELLANEOUS	1,000.00	1,000.00
791-791-960-500	TO/GEN/101/ADMIN	1,000.00	1,000.00
791-791-966-500	ATT.16 REIMB.TWP.	2,990.00	2,990.00
791-791-966-510	ATT.16 REIMB.LIBRARY	449.00	449.00
791-791-967-520	ATT.16 REIMB.COUNTY	4,026.00	4,026.00
791-791-968-530	TO/GEN/101/ATTACHMENT 16	7,104.00	7,104.00
791-791-968-540	TO/MUNI STR/204/ATTACHMENT 16	2,719.00	2,719.00
791-791-968-550	TO/WASTE COLLECT/228/ATTACHMENT 16	965.00	965.00
791-791-992-000	DEBT/PRIN/LAKE/LOOMIS	45,000.00	45,000.00
791-791-992-100	DEBT/INT/LAKE/LOOMIS	10,875.00	10,875.00
Total Dept 791 - DDA TIFA DISTRICT		128,478.00	183,478.00

**Downtown Development Authority**  
**Amended FY 2020-21 Budget**

[illegible]

**Downtown Development Authority  
Amended FY 2020-21 Budget**

			Requested
		2020-21	Amended
GL NUMBER	DESCRIPTION	BUDGET	Budget
<b>Detail for this Line Item:</b>			
791-791-954-100	STATE EMERGENCY RECOVERY EFFORT	\$55,000	
	<b>Marketing and Events Campaign</b>		
	- Facebook Ads targeting surrounding areas	\$600	
	- Chamber Guide highlighting DDA businesses	\$3,080	
	- Discover Elk Rapids Campaign	\$1,800	
	- Norther Express - 1/2 page ad for 6 weeks	\$4,200	
	- Elk Rapids News - 1/2 page ad for 6 weeks	\$3,600	
	- Design - 50 hours @ \$30 per hour	\$1,500	
	Subtotal	\$14,780	
	Contingency - 10%	\$1,478	
	Total Estimated Cost	\$16,258	
	<b>Design Work Needed and Cost of Supplies:</b>		
	- Facebook Frame (Circle)	TBD	
	- 8x11 Employee Safety Cards	TBD	
	- Signs for each business - welcome/safety	TBD	
	- Tent Cards Sanitizing Stations	\$200	
	- Floor/Ground Markers (Social Distancing)	\$800	
	- Restroom Signs	TBD	
	- ER Clean Team T-Shirts	\$250	
	- Chamber Guide - 2 page		
	- Banners - 30 @ \$100	\$3,000	
	Subtotal	\$4,250	
	Contingency/Unknown Costs	\$638	
	Total Estimated Cost	\$4,888	
	Estimated Marketing Costs	\$21,146	
	<b>Budgeted Marketing Costs</b>	<b>\$25,000</b>	
	<b>Miscellaneous Costs</b>	<b>\$10,000</b>	
	Pop Up Parks (2)		
	River Street Closure Picnic Tables/Flower Boxes		
	Sound System (Chanber?)		

**Downtown Development Authority  
Amended FY 2020-21 Budget**

			<b>Requested</b>
		<b>2020-21</b>	<b>Amended</b>
<b>GL NUMBER</b>	<b>DESCRIPTION</b>	<b>BUDGET</b>	<b>Budget</b>
	<b>Safety/ Sanitary Recommendations</b>		
	- Thermometers - 30 @ \$80	\$2,400	
	- Masks (washable/ER Logo) 500 @ \$3	\$1,500	
	- Hand Sanitizing Stations - 60 @ \$60	\$3,600	
	- Gloves - 1,000 @ \$0.40	\$400	
	- Hand Sanitizer - 30 Gal @ \$32	\$1,000	
	- Keyboard covers - 100 @ \$11	\$1,100	
	- Kleenex if needed		
	- Face Shields @ \$20, may not be necessary		
		<b>\$10,000</b>	
	<b>Bulk Purchases (to be done in collaboration with DDA and Businesses)</b>		
		<b>\$10,000</b>	
	- Plexi screens for counters		
	- Hand washing stations (with Village)		
	- Clean Team Hiring (with Village)		
	- Clean Team Cleaning Items		
	- Clean Team bikes, baskets & cleaners		
	- Misting Disinfectant Equipment		
	<b>Gran Total</b>	<b>\$55,000</b>	
	<b>This does not reflect the possibility of grant funds for some of these expenses.</b>		