

**DOWNTOWN DEVELOPMENT AUTHORITY
REGULAR MEETING AGENDA
WEDNESDAY, FEBRUARY 10, 2021, 6:30 PM
ZOOM MEETING**

Board Members: Please notify the Chair or Village Office if you will not be attending

1. CALL TO ORDER AND ROLL CALL

2. CONFLICT OF INTEREST STATEMENT:

Any DDA member who believes that they have a conflict of interest regarding any item on the agenda shall so state that conflict. Does any member believe they have a conflict of interest regarding any item on this agenda?

3. CONSENT CALANDER (Voice Vote, even if removed)

The purpose of the consent calendar is to expedite business by grouping non-controversial items together to be dealt with by one Board motion without discussion beyond asking questions for simple clarification. Any Board member may ask that any item on the consent calendar be removed there from and placed elsewhere on the agenda for discussion. Such requests will be granted. If any item is not removed from the consent calendar, the action noted on the agenda is approved by a single board action adopting the consent calendar.

- A. ACCEPT MEETING MINUTES (January 13, 2021)**
- B. TREASURER REPORT**
- C. PAYMENT OF DDA STAFF INVOICES**

4. CITIZEN COMMENTS:

Any citizen who wishes to address the DDA on a matter not listed on this agenda may speak at this time. Persons addressing the DDA may state their name, address, and, if applicable, their affiliation. The DDA Chair should recognize the citizen before speaking. A three-minute limitation applies unless extended by the DDA Chair. Citizens wishing to speak on matters listed on the agenda will be permitted, under the same limitations, to speak when the matter is brought before the DDA.

5. UNFINISHED BUSINESS:

- A. AMES STREET**
- B. TRAIL TOWN**
- C. BUSINESS GROUP**
- D. ENGAGEMENT PLAN**

6. NEW BUSINESS

7. CORRESPONDENCE

8. BOARD COMMENTS

9. UPCOMING MEETNIG DATE AND OTHER EVENTS:

REGULAR DDA MEETING – Wednesday, March 10, 2021 at 6:30 P.M., place TBD.

10. MOTION TO ADJOURN

DDA FEBRUARY ZOOM INSTRUCTIONS

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

<https://us02web.zoom.us/j/81893577340?pwd=TIRBT29GbIFpZkVjb3p5c0FMQld5UT09>

Passcode: 408077

Or iPhone one-tap:

US: +16465588656,,81893577340# or

+13017158592,,81893577340#

Or Telephone:

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

US: +1 646 558 8656 or

+1 301 715 8592 or

+1 312 626 6799 or

+1 669 900 9128 or

+1 253 215 8782 or

+1 346 248 7799

Webinar ID: 818 9357 7340

International numbers available: <https://us02web.zoom.us/j/81893577340?pwd=TIRBT29GbIFpZkVjb3p5c0FMQld5UT09>

**ELK RAPIDS DOWNTOWN DEVELOPMENT AUTHORITY
REGULAR MEETING MINUTES
JANUARY 13, 2021
ZOOM MEETING**

CALLED TO ORDER at 6:30 P.M.

PRESENT: Kady Caddy, Kelsey Duda, Jim Janisse, Becky Lancaster, Barb Mullaly, Christine Petersen, Steve Thomas, Doug Van Cura, Kathy Wittbrodt, Jim Witte.

EXCUSED: None.

ALSO PRESENT: Village Manager William Cooper, DDA Director Elise Crafts, DDA Administrative Assistant Kaitlyn Szczypka, Chamber Director Tom Kern, Matt Soper.

INTRODUCTION OF NEW DDA MEMBER DOUG VAN CURA

CONFLICT OF INTEREST:

None.

CITIZENS PRESENT: 23

CONSENT CALENDAR:

MOTION by **PETERSEN**, **SECOND** by **WITTBRODT** to approve consent calendar.
Unanimous ayes, nays none. **MOTION CARRIED.**

PUBLIC COMMENT:

None.

UNFINISHED BUSINESS:

Ames Street

No update at this time.

Trail Town

PETERSEN gave update.

Boat Races

CADDY and THOMAS spoke about the business poll that was prepared asking if businesses supported the boat races. All businesses that were polled said they were in favor of the races.

PUBLIC COMMENT:

Four citizens commented.

MOTION by **CADDY**, **SECOND** by **THOMAS** to recommend the approval of the boat races.

Roll Call Vote: Ayes – Caddy, Duda, Lancaster, Petersen, Thomas, Van Cura, Wittbrodt, Witte;

Nays – None;

Abstained – Janisse, Mullaly; **MOTION CARRIED.**

Downtown Business Group

WITTE will update the name of this group to “Elk Rapids Business Group” to be more inclusive of all the businesses in Elk Rapids.

Engagement Plan

CRAFTS spoke to updated engagement plan.

MOTION by **WITTBRODT**, **SECOND** by **PETERSEN** to approve no more than \$250.00 for DDA business cards and DDA overview document.

Roll Call Vote: Ayes – Caddy, Duda, Janisse, Lancaster, Mullaly, Petersen, Thomas, Van Cura, Wittbrodt, Witte;

Nays – None; **MOTION CARRIED.**

NEW BUSINESS:

Green ER Trash Formations

PETERSEN gave update.

DDA Administrative Assistant Salary Adjustment

MOTION by **PETERSEN**, **SECOND** by **MULLALY** to approve \$20 an hour and \$100 per meeting for DDA Administrative Assistant.

Roll Call Vote: Ayes – Caddy, Duda, Janisse, Lancaster, Mullaly, Petersen, Thomas, Van Cura, Wittbrodt, Witte;

Nays – None; **MOTION CARRIED.**

BOARD COMMENTS:

Received.

NEXT MEETING

REGULAR MEETING: Wednesday February 10, 2021 at 6:30 P.M., over Zoom.

MOTION by **MULLALY**, **SECOND** by **CADDY** to adjourn.

Unanimous ayes, nays none. **MOTION CARRIED.**

MEETING ADJOURNED at 8:02 P.M.

User: KERRI

DB: Elk Rapids

PERIOD ENDING 01/31/2021

GL NUMBER	DESCRIPTION	2020-21 AMENDED BUDGET	YTD BALANCE 01/31/2021	ACTIVITY FOR MONTH 01/31/2021	AVAILABLE BALANCE	% BDGT USED
Fund 791 - DDA TIFA DISTRICT						
Revenues						
Dept 000						
791-000-671-400	MISCELLANEOUS	0.00	177.20	0.00	(177.20)	100.00
791-000-671-700	DONATIONS	0.00	22,655.00	0.00	(22,655.00)	100.00
791-000-672-000	INTEREST	150.00	151.30	0.00	(1.30)	100.87
791-000-690-700	FROM/101/204/228/DDA TIFA D2	64,964.00	65,340.00	0.00	(376.00)	100.58
791-000-691-100	COUNTY TIFA TAX D2	40,907.00	38,814.52	0.00	2,092.48	94.88
791-000-691-113	TOWNSHIP TIFA TAX D2	7,075.00	6,716.08	0.00	358.92	94.93
791-000-691-200	LIBRARY TIFA TAX D2	2,772.00	2,624.15	0.00	147.85	94.67
791-000-692-300	FROM/101/204/228/DDA TIFA D3	27,230.00	27,231.00	0.00	(1.00)	100.00
791-000-693-000	TOWNSHIP TIFA TAX D3	2,265.00	2,785.06	0.00	(520.06)	122.96
791-000-693-200	LIBRARY TIFA TAX D3	895.00	1,087.99	0.00	(192.99)	121.56
791-000-699-000	PRIOR YR/ENDING CASH BALANCE	100,000.00	0.00	0.00	100,000.00	0.00
Total Dept 000		246,258.00	167,582.30	0.00	78,675.70	68.05
TOTAL REVENUES		246,258.00	167,582.30	0.00	78,675.70	68.05
Expenditures						
Dept 791 - DDA TIFA DISTRICT						
791-791-799-000	GRANT EXPENSES	0.00	1,191.60	0.00	(1,191.60)	100.00
791-791-801-000	ATTORNEY	500.00	0.00	0.00	500.00	0.00
791-791-803-000	AUDITOR	950.00	915.20	0.00	34.80	96.34
791-791-804-100	PROFESSIONAL SERVICES	24,000.00	4,185.28	0.00	19,814.72	17.44
791-791-818-500	SOFTWARE	1,200.00	998.73	0.00	201.27	83.23
791-791-819-000	DDA SMALL BUSINESS RELIEF FUND	0.00	17,919.34	0.00	(17,919.34)	100.00
791-791-864-000	TRAINING/CONFERENCES	500.00	250.00	0.00	250.00	50.00
791-791-884-000	ECONOMIC DEVELOPMENT	7,000.00	0.00	0.00	7,000.00	0.00
791-791-885-200	DDA - INFRASTRUCTURE	8,000.00	0.00	0.00	8,000.00	0.00
791-791-885-300	DDA - EVENTS	6,000.00	3,868.00	0.00	2,132.00	64.47
791-791-885-400	DDA - BUSINESS DEVELOPMENT	4,000.00	0.00	0.00	4,000.00	0.00
791-791-900-000	PRINTING & PUBLICATION	200.00	503.00	0.00	(303.00)	251.50
791-791-954-100	STATE EMERGENCY RECOVERY EFFORT	55,000.00	19,966.63	0.00	35,033.37	36.30
791-791-956-000	MISCELLANEOUS	1,000.00	1,554.36	0.00	(554.36)	155.44
791-791-960-500	TO/GEN/101/ADMIN	1,000.00	1,000.00	0.00	0.00	100.00
791-791-966-500	ATT.16 REIMB.TWP.	2,990.00	3,107.01	3,107.01	(117.01)	103.91
791-791-966-510	ATT.16 REIMB.LIBRARY	449.00	466.18	466.18	(17.18)	103.83
791-791-967-520	ATT.16 REIMB.COUNTY	4,026.00	4,137.59	4,137.59	(111.59)	102.77
791-791-968-530	TO/GEN/101/ATTACHMENT 16	7,104.00	7,382.23	7,382.23	(278.23)	103.92
791-791-968-540	TO/MUNI STR/204/ATTACHMENT 16	2,719.00	2,825.30	2,825.30	(106.30)	103.91
791-791-968-550	TO/WASTE COLLECT/228/ATTACHMENT 16	965.00	1,002.53	1,002.53	(37.53)	103.89
791-791-992-000	DEBT/PRIN/LAKE/LOOMIS	45,000.00	45,000.00	0.00	0.00	100.00
791-791-992-100	DEBT/INT/LAKE/LOOMIS	10,875.00	10,875.00	0.00	0.00	100.00
Total Dept 791 - DDA TIFA DISTRICT		183,478.00	127,147.98	18,920.84	56,330.02	69.30
TOTAL EXPENDITURES		183,478.00	127,147.98	18,920.84	56,330.02	69.30
Fund 791 - DDA TIFA DISTRICT:						
TOTAL REVENUES		246,258.00	167,582.30	0.00	78,675.70	68.05
TOTAL EXPENDITURES		183,478.00	127,147.98	18,920.84	56,330.02	69.30
NET OF REVENUES & EXPENDITURES		62,780.00	40,434.32	(18,920.84)	22,345.68	64.41

PERIOD ENDING 01/31/2021

GL NUMBER	DESCRIPTION	2020-21 AMENDED BUDGET	YTD BALANCE 01/31/2021	ACTIVITY FOR MONTH 01/31/2021	AVAILABLE BALANCE	% BDGT USED
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INVOICE #2021-05

STATECRAFT

New mailing address:

571 Bellows Avenue
Frankfort, MI 49635
(231) 313-7116 | elise@statecraftmi.com

February 3, 2021

BILL TO

Christine Petersen, Secretary
Elk Rapids Downtown Development Authority
(702) 353-2925

FOR

Strategic Planning & Board Development

Details	AMOUNT	HOURS
Meetings & Communications	\$495.00	5.5
Deliverables Preparation	\$585.00	6.5
	SUBTOTAL	\$1,080.00
	TAX RATE	0.00%
	OTHER	\$0.00
	TOTAL	\$1,080.00

Thank you for your business.

If you have any questions concerning this invoice, please contact Elise at elise@statecraftmi.com.

INVOICE

DATE

2/5/2020

JAN. DDA INVOICE**KAITLYN SZCZYPKA**

4046 Grass Lake Road

Bellaire, MI 49615

269.270.5835

kait.szczypka@gmail.com

ELK RAPIDS DDA

315 Bridge Street,

Elk Rapids, MI 49629

HOURS	WORK	UNIT PRICE	LINE TOTAL
N/A	JANUARY REGULAR MEETING- minutes	\$100	\$100.00
12	JANUARY WORK - phone meetings, emails, admin, multiple workshops, etc.	\$20/HOUR	\$240.00
N/A	JANUARY Adobe Acrobat monthly subscription	\$15.89	\$15.89
Total			355.89

Elk Rapids DDA Business & Community Listening Process Talking Points

Updated February 5, 2021, changes shown in red.

- The Elk Rapids Downtown Development Authority (DDA) encourages economic development, public and private improvements, and historic preservation within the DDA District. The DDA's vision is to create a vibrant sustainable place where people and business thrive. The DDA's mission is to be the catalyst for enhancing the overall health of the business community while preserving the character and supporting commerce.
- The DDA is governed by Public Act 57 of 2018 and uses a variety of funding options, including a tax increment financing mechanism, to fund public improvements in the DDA district to spur private investment.
- The DDA's current priorities include infrastructure improvements, marketing, trail development, year-round tourism, placemaking, and housing.
- The DDA is kicking off a community listening process to learn from DDA district business and community stakeholders about your vision **for the future of our district**. We want to align the DDA's vision, mission, and goals to best support the businesses in our community.
- This process will include businesses and community members in **every** corner of our DDA district—the traditional downtown, Ames Street corridor, US-31 corridor, and Industrial Park. Each of these locations is important to the DDA and each faces unique challenges and opportunities.
- This process arrives at a pivotal time for our community. We know that Covid-19 has upended the way all of our businesses and community members are living, working, and experiencing Elk Rapids, and we want to take this opportunity to learn how the DDA and best support you now and in the future.
- There will be multiple opportunities to offer your ideas during this process. First, members of the DDA board would like to meet or speak with Elk Rapids businesses at your place of business, beginning in January. Second, we will send an online survey available to all business and community stakeholders in the spring of 2021.
- This process will take place between January—June of 2021. During this timeframe, the DDA will continue working on our ongoing activities to support Elk Rapids businesses, including **(LIST)**.
- The DDA is grateful to our business community for your continued adaptability and resilience in the wake of the pandemic and associated economic impacts.

Dear Members of the DDA,

We know the residents of Elk Rapids are longing for community activity and recognize that local businesses are in need of a boost. We want to be part of the solution and would love to have you join in the effort! With that in mind, the Parks and Recreation Commission would like to share an idea with you: "Spring into SummER." Since Spring is typically a slow time in our area, we are planning to host a fun event in our town the weekend of May 22nd and 23rd, 2021. Our vision is to fill our parks with recreation, music and activities. Our goal is to have something for everyone to participate in safely during the pandemic.

We are asking that you come up with an innovative, exciting event for your group or business to orchestrate in the village with hopes that coming together as a community will be the lead off event for a spectacular summer season! While we as a commission plan to focus on Memorial Park, we hope to see activities all around town. We would like to hear any ideas on how you believe your group or business may contribute to the concept.

Please email Melissa West MWest@ElkRapids.org or call (231) 392-2389 with questions and interest.

We are looking forward to working with you in efforts to help our village "Spring into SummER."

Sincerely,

The Village of Elk Rapids Parks and Recreation Commission