

**ELK RAPIDS DOWNTOWN DEVELOPMENT AUTHORITY
REGULAR MEETING MINUTES
APRIL 14, 2021
ZOOM MEETING**

CALLED TO ORDER at 6:30 P.M.

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

EXCUSED: Kelsey Duda.

ALSO PRESENT: Village Manager Bryan Gruesbeck, DDA Contractor Elise Crafts, DDA Administrative Assistant Kaitlyn Szczyпка.

CONFLICT OF INTEREST:
None.

CITIZENS PRESENT: 11

CONSENT CALENDAR:

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

PUBLIC COMMENT: None.

CHAIR COMMENTS

WITTE thanked PETERSEN for helping to take over the March meeting due to internet issues on WITTE'S end. In addition, WITTE thanked Karen Simpson and Shaun Quinn for attending the March meeting to talk about the Downtown Association and for answering questions that the board raised.

UNFINISHED BUSINESS:

Ames Street

JANISSE gave update.

Trail Town

PETERSEN gave update. New name for group: Elk Rapids Trail Alliance. Will participate in Earth Day celebration with Green ER.

Village Events

Karen Simpson and CADDY gave update on upcoming downtown business events, including putting together Boater Bags, Earth Day participation, Mother's Day shopping event, and more.

Engagement Plan

CRAFTS lead update conversation. Board shared general information that they have gathered from the Listening project so far. CRAFTS then reviewed survey formatting to gather follow up data after one-on-one boards-business conversations.

NEW BUSINESS

Marketing Efforts for Great Lakes Equestrian

Audra from the Great Lakes Equestrian spoke about their horse show in the area and how to engage horse show attendees with Elk Rapids businesses.

UNFINISHED BUSINESS

Purchase of Chairs and Fire Pits

PETERSEN gave update on budget and plan to buy chairs and fire pits.

13 Ways Community Project

Maryl from the Chamber explained the project and answered questions.

Citizen Comments: 2

MOTION by **WITTBRODT**, **SECOND** by **CADDY**, to authorize \$10,000.00 to support the 13 Ways Community Project.

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

Nays – None;

Absent – Duda;

Recused – Janisse, Mullaly. **MOTION CARRIED.**

NEW BUSINESS

MDA Discussion

DDA members who attended the webinar shared what she learned from the MDA Spring Workshop.

Patronicity Funds

PETERSEN stated that there is \$1,700 still in the Patronicity account.

DiscoverElkrapids.com

WITTE gave update on discoverelkrapids.org.

Marketing Efforts for Great Lakes Equestrian

Laura from the Chamber talked about marketing efforts to attract horse show attendees.

MOTION by **WITTBRODT**, **SECOND** by **LANCASTER**, to authorize no more than \$600.00 to the community partnership and RAC cards for the Great Lakes Equestrian marketing efforts.

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

Nays – None;

Absent – Duda; **MOTION CARRIED.**

BOARD COMMENTS: Received.

NEXT MEETING

REGULAR MEETING: Wednesday MAY 12, 2021 at 6:30 P.M., Over Zoom.

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

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

MEETING ADJOURNED at 9:33 P.M.