

**ELK RAPIDS DOWNTOWN DEVELOPMENT AUTHORITY  
DRAFT REGULAR MEETING MINUTES  
MAY 12, 2021  
ZOOM MEETING**

**CALLED TO ORDER** at 6:30 P.M.

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

**EXCUSED:** Katy Caddy.

**ALSO PRESENT:** Village Manager Bryan Gruesbeck, DDA Administrative Assistant Kaitlyn Szczyпка.

**CONFLICT OF INTEREST:**  
None.

**CITIZENS PRESENT:** 7

**AGENDA AMENDMENT**

**MOTION** by **PETERSEN**, **SECOND** by **MULLALY**, to add "Rotary Charities Grant" to "New Business."

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

**CONSENT CALENDAR:**

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

**Review of Robert's Rules**

Village President Janisse reviewed Robert's Rules with the board and advised the DDA to stay on agenda points

**PUBLIC COMMENT:** One citizen commented.

**UNFINISHED BUSINESS:**

**Ames Street**

JANISSE gave update.

**Trail Town**

PETERSEN gave update.

**Village Events**

WITTE reported on Village events.

**Engagement Plan**

WITTE gave update. Subcommittee will meet soon to review survey language.

**Purchase of Firepits and Chairs**

WITTE gave update.

### **COVID-19 Supplies**

PETERSEN gave update.

**MOTION** by **PETERSEN**, **SECOND** by **MULLALY**, to purchase masks for the Downtown District, not to exceed \$600.00.

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

Nays – None;

Excused – Caddy. **MOTION CARRIED.**

### **Discoverelkrapids.com**

WITTE gave update.

WITTBRODT had internet problems and was in and out for the rest of the meeting.

**MOTION** by **PETERSEN**, **SECOND** by **LANCASTER**, to support the maintenance and enhancement of the discoverelkrapids.com website with the Elk Rapids Area Chamber, not to exceed \$2,000.00.

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

Nays – None;

Excused – Caddy, Wittbrodt. **MOTION CARRIED.**

### **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.

### **MDA Discussion**

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

### **Discoverelkrapids.com**

WITTE gave update on discoverelkrapids.com.

### **Marketing Efforts for Great Lakes Equestrian**

WITTE gave update.

### **NEW**

#### **Rotary Charities Grant**

WITTE gave update. \$43,000 raised to date. To start first two phases of 13 Ways Community Project, \$60,000 is needed. If additional funds can be raised, the third phase will be initiated.

**MOTION** by **PETERSEN**, **SECOND** by **LANCASTER**, to have the DDA be the applicant, fiduciary, and sponsor on behalf of the Elk Rapids Area Chamber for the Rotary Charities grant in benefit of the 13 Ways Community Project.

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

Nays – None;

Excused – Caddy, Wittbrodt. **MOTION CARRIED.**

### **MDA Discussion**

Board members reflected on the MDA conference a few months ago.

**BOARD COMMENTS:** Received.

**NEXT MEETING**

REGULAR MEETING: Wednesday June 9, 2021 at 6:30 P.M., in-person at the Government Center, 315 Bridge St, Elk Rapids, MI 49629.

**MOTION** by **PETERSEN**, **SECOND** by **MULLALY** to adjourn.  
Unanimous ayes, nays none. **MOTION CARRIED.**

**MEETING ADJOURNED** at 7:43 P.M.