

# VILLAGE OF DECATUR DDA MEETING AGENDA

Wednesday  
June 15, 2022



VILLAGE OF DECATUR  
REGULAR DDA MEETING  
Wednesday, June 15, 2022 – 1:00PM  
Village Hall – 114 N. Phelps Street, Decatur, MI 49045

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1:00 PM DDA Meeting (Action to be taken by DDA on the following agenda items)

**Note: Please be courteous and turn cell phones off during the meeting.**

**1. CALL TO ORDER**

**2. PLEDGE OF ALLEGIANCE**

**3. ROLL CALL (Excused Absences if Any)**

**4. PUBLIC COMMENT**

**5. APPROVAL OF CONSENT AGENDA ITEMS**

5A.1 - Approval of the Regular DDA Meeting Agenda for June 15, 2022.

5A.2 – Approval of meeting minutes for April 13, 2022

**6. COMMUNICATIONS TO THE COUNCIL – PRESENTATIONS & GUEST**

**7. UNFINISHED BUSINESS**

7A- Redevelopment Ready Communities (RRC) certification- Community Engagement Plan

**8. NEW BUSINESS**

8A – Marketing Strategies for DDA Businesses

8B – Discussion about DDA Park Entertainment

8C– Main St. Improvements

**9. PUBLIC COMMENTS – SECOND OPPORTUNITY**

**10. DDA MEMBER COMMENTS**

**11. ADJOURNMENT**

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**PLEASE NOTE**

**AUDIENCE PARTICIPATION:**

In addition to addressing the DDA during public hearings and under “Public Comment,” members of the audience may address the DDA, please limit your comments to three minutes or less per item. Please step up to the Podium and state your name and address.

The proposed process for items listed under agenda items above shall be as follows:

1. Announcement of the agenda item by the Chairperson.
  2. Verbal report provided by staff.
  3. Chairperson asks DDA members if they have any questions for staff to clarify the staff report.
  4. Motion is made by a DDA member and seconded by another DDA member.
  5. Chair then calls on DDA members to discuss the motion if DDA members wish to discuss.
  6. Chair calls for a vote on the item after discussion has occurred.
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**Village of Decatur**  
**Downtown Development Authority**

Wednesday, April 13, 2022, at 1:00 P.M  
Village Hall, 114 N. Phelps Street  
Decatur, MI 49045

I. Creagan called the meeting to order at 1:00 P.M.

II. **Roll Call**

James Creagan (First State Bank), Jay Newell (Newell Insurance), Lee Moser (Moser Financial Group) excused, David Moorman (Moorman Printing), Roger Kemp (Decatur Automotive Supply), Elissa Zimmer (Webster Memorial Library), Mary Miller (Mousse Lodge), Jami Swihart (Honor Credit Union) 1:05pm- 1:53pm, Matt Cooper (Cooper Law), and Fred Reeder (CPA) excused, Village Manager Tapper, Megan Duncan, Clerk/Treasurer, Shantel Pentland, Administrative Assistant.

III. **Public Comments**

- a. Gary Janssen (Gary's Barber Shop) was in attendance. Interested in possible state grants for building improvements, or a low interest loan through the Village Council for necessary repairs to his building.

IV. **Approval of Agenda, Meeting Minutes, Accounts Payable**

- a. Newell offered a motion to approve the corrected agenda for April 13, 2022, support by Miller, motion carried unanimously 7-0.
  - a. Miller offered a motion to approve the minutes from February 9, 2022 meeting, support by Moorman, motion carried unanimously 7-0.VI
  - b. Unfinished Business A general discussion ensued regarding the proposed social districts, was decided this is not feasible for the Downtown District at this time due to perceived low participation levels.
  - c. Light post banner designs and quotes were reviewed and decided upon, vendor is Creative Vinyl Signs of Dowagiac, MI for the sum of \$980.
  - d. Discussion regarding the date of July 3, 2022 for Fireworks, and the option of bringing in food trucks for the event.
  - e. Reiterated the importance of becoming RRC certified (Redevelopment Ready Community) as it pertains to receiving state grants.
  - f. **DDA Plan 1981**
  - g. Flower budget was set at \$4,000. Includes 12 new plastic pots, 4 cedar planters to be constructed by Miller, flowers and planting services to be provided by Paulette's Potting Shed.

V. **New Business**

- a. Webster Memorial Library will be hosting a Fall Festival, looking for involvement from the Village and other downtown district businesses.

**VI. Adjournment**

- a. X made a motion with support from Kemp to adjourn the meeting at X P.M. Minutes submitted by: Shantel Pentland, Administrative Assistant



Village of Decatur  
114 N Phelps Street  
Decatur, MI 49045

## MEMORANDUM

TO: DDA  
FROM: Shantel Pentland, Administrative Assistant  
REVIEWED BY: Christopher Tapper, Village Manager  
DATE: June 15, 2022

SUBJECT: Marketing Strategies for DDA Businesses

### Action Requested:

It is requested the DDA discuss Marketing Strategies for DDA Businesses, along with businesses through the Village of Decatur.

### Background:

The DDA has no current marketing strategies for our local businesses.

Many other communities utilize social media and their municipal websites as marketing tools. We have an active Facebook account that can be used to highlight and spread the word of local businesses, what they offer, and ways we can help grow their business while promoting community engagement. Local business retention efforts are also necessary, and showcasing individual businesses can both improve our local economy and increase their desire to remain a part of our community. For example, the Village of Paw Paw dedicates part of their website to “Our Features Businesses” and rotates this page often.

The addresses below are vacant properties located within the DDA District

130 S. Phelps Street  
116 S. Phelps Street  
103 N. Phelps Street  
117 S. Phelps Street

### Attachment:



Village of Decatur  
114 N Phelps Street  
Decatur, MI 49045

## MEMORANDUM

TO: DDA  
FROM: Shantel Pentland, Administrative Assistant  
REVIEWED BY: Christopher Tapper, Village Manager  
DATE: June 15, 2022

SUBJECT: Improvements on Main St. (Downtown District)

### Action Requested:

It is requested the DDA discuss possible improvements to the Downtown District

### Background:

The DDA has recently purchased new light post banners and flowers/flower pots in an effort to beautify our downtown district. Other possible improvements might include storefront facades.

Staff is looking into the possibility of a grant and loan program. Currently the Village of Decatur has a "Business Loan Fund" which staff is looking to having the DDA responsible to manage those funds to help support local businesses more effectively. What type of projects/applications would the DDA be in support to assist businesses with those types of improvements?

Additionally, would the DDA be in support of increasing the DDA millage rate to increase funding sources for applicants who wish to improve their capital?

### Attachment:



Village of Decatur  
114 N Phelps Street  
Decatur, MI 49045

## MEMORANDUM

TO: DDA  
FROM: Shantel Pentland, Administrative Assistant  
REVIEWED BY: Christopher Tapper, Village Manager  
DATE: June 15, 2022  
  
SUBJECT: DDA Park- Entertainment

### Action Requested:

It is requested the DDA discuss bringing entertainment to the DDA Park

### Background:

The DDA has no current entertainment schedule for the DDA Park.

Many other local communities offer entertainment in their parks, such as Dowagiac, Paw Paw and Lawrence. There has been discussion of building a band shell area and upgrading the electrical panel in the DDA Park to ensure ease of use. Community events such as live music and farmer/artisan markets can provide economic growth by drawing people into our downtown district.

Thoughts, ideas, suggestions, comments.

### Attachment: