



## MEETING MINUTES – FEBRUARY 7, 2019

- I. **Call to Order** – Meeting called to order at 6:25 p.m. by Chairman Gene Carroll.
- II. **Approval of the Agenda** – Paul made a motion to approve the agenda, Supported by Dereck. Motion passed unanimously.
- III. **Roll Call** – Present: Gene Carroll, Jeff Heinanen, Mark Childs, Jennifer Dunigan, Dereck Mashburn, Anne Buchtrup, Norm Fultz, Paul Zelenak. Also present: Bob Donohue, Tim Davids, Tanya Nevitt
- IV. **Approval of the January 10, 2019, DDA Board Meetings Minutes**  
Paul made a motion to approve minutes as submitted, supported by Jennifer. Motion passed unanimously.
- V. **Citizens Comment** – None
- VI. **New Business** –
  - A. Welcome New DDA Board Member Norm Fultz  
The Board welcomed Norm to his first meeting as a Board Member. Chairman Gene Carroll confirmed with Bob Donohue that there is one seat still available.
  - B. Approval of 2019 DDA Board Meeting Schedule  
Jennifer made a motion to approve the 2019 Meeting Schedule, amending the start time from 8:30 a.m. to 8:00 a.m., supported by Dereck.
  - C. Approval of Printing for DDA Info/Portfolio Pocket Folders (500 @ \$738.00)  
Discussion regarding the use of these folders and how they would be set up and given out. Bob Donohue stated that they are a 2-pocket

folder with 3 rings in the center. The folders would contain market information, press releases, Downtown Business guide, etc.

Question was asked, if we should do 500, if we are planning on changing the DDA logo. Question also asked about how long Bob thought 500 would last. Bob did suggest that they could do 250 if there are plans on changing the logo.

Dereck made a motion to approve Printing for DDA Info/Portfolio Pocket Folders (500 @ \$738.00) Supported by Paul. Motion passed, Jennifer voted no.

D. Review Draft DDA Budget for FY 19/20 (More discussion of details at BD Retreat)

Bob explains that this is 95% the same as last year. There is a bit of tweaking that needs to be done. He states that these are conservative numbers and he still needs to review Sponsorship totals.

Paul goes on to explain the process for working on the budget. He states at this time each department meets throughout the month of March. Council will then direct questions to each department if needed.

Jennifer would like to see a copy of an Actual Spend.

Gene refers to Item #1 - #3 under Promotion/Marketing in the proposed FY 19/20 DDA Budget.

1. #880 Community Promotion & Marketing Miscellaneous  
Banner and Band for Ribbon Cutting Ceremony

2. #880 2 Community Promo Design (Graphic Design)  
Separate fee for design

3. #802 Professional Services (Contractual)

One on one appointments and open meeting with retail businesses for visual merchandising, display, store layout and window display to increase business profits and improved appearance.

Bob advises that Scott Day, from Urban Decision Systems out of San Antonio, Texas is available in the first week of July.

Discussion regarding Over-the-Road Banner and cost (\$350)

Banners can be used for two Lady's Night events, Trick or Treat and Cool Yule. Farmer's Market will have the option of doing their

own, possibly getting sponsorship to help pay for it. Jeff questions how the installation would work on these. Bob advises that he is looking at how Milford's system is. Discussing a pulley system with cord attaching to two poles that were installed. We would need SLPD for about 10 minutes to stop traffic while the banner cable across the street is lowered for attachment of a new banner to be stretched across Pontiac Trail.

The discussion continues regarding Social Media, its revenue and how it is moving forward. The DDA page is now a part of the City Website. Paul states that he is looking at companies to assist in the new city website and Social Media. It also appears that we now have control again for our DDA Facebook page. Tim has been working on the Farmer's Market Website. Vendor applications are already being mailed in.

Just a reminder, meeting on April 12, 2019, at the Java House.

Jennifer questions the budget and the 2018 Spending.

Bob noted the cash reserve will be less to cover the Farmer's Market shortfall from five Saturday markets cancelled and less sponsorships than expected. Cash amount less by \$7-8,000. Gene asked if we can show this in the budget report. Current balance and current cash reserve from Lori. Paul said yes.

Gene non-TIF equal to TIF?

Farmer's Market: Breakeven? What was the revenue from last year? We need a final number from Tim on the 2018 Market.

Tim reported on current year Farmer's Market. The hope is to offer an upfront 25% discount. Last year budget. \$15,000 conservative amount. Average market years can generate \$8,500-\$10,000 in vendor fees with a full market and full attendance.

Hope to collect an additional \$5,000 from sponsors. Tim called Costco to find out if they would be a sponsor. They cut their sponsorship budget in half in 2018. Annie asked if there is a way to show the sponsorship fee in the budget? Fees to make the money, but sponsorship makes the market grow. What businesses have been sponsors in the past?

What do other cities do? Do we set a budget? Gene asked about the Market Reports? Tim said he is meticulous to the monetary report. Paul said the market is not strictly to make money on. It is also to provide a venue for the community and it is something the people look for. The past city manager said it was a failure if we weren't making money. Norm would like to make it a goal to have a market financial report month to month. Also amended use of the cash reserve document had no TIF revenue specifically noted. He supports a farmer's market that breaks even, but the money is not ear marked and we need to keep the accounting in order. Jennifer would like to see an overall DDA budget comparison of last year compared to this year, plus monthly financial report. Dereck made a motion to approved the proposed 2019/2020 budget.

- E. Orientation Information New and All DDA Board Members. Bob distributed a new "DDA Board Members Orientation and Background Information" packet dated February, 2019. Gene and other board members thanked Bob for his thoroughness and the detailed information.
- F. DDA Economic Activity Update:
  - 1. Enforcement of Maintenance Ordinance
  - 2. Buildings for Sale/Lease. Discussion of the Detroit house. Seller needs to take the offer and move forward. They can't wait forever. RCA Building – we have the initial report with the building inspection results that was forwarded on to their attorney. Bob reported on what was reviewed and what was discussed. Paul noted that a second stronger report will be prepared by the city and provided to the owners of the "Artcraft" and "RCA" buildings. Draft Street property was priced too high at \$750,000—price now \$650,000. Renovations may cost \$1-2 million.

Motion to Adjourn. Dereck made a motion to adjourn. Supported by Annie. Meeting adjourned 7:40 pm.