



MEETING MINUTES – JULY 14, 2022

- I. **Call to Order.** Meeting called to order by Chairperson Dereck Mashburn at 8:00 am.
- II. **Roll Call.** Present: Dereck Mashburn, Mark Childs, Gary Fagin, Tracey Murphy, Jeff Heinanen, Tanya Nevitt, Norm Fultz. Excused: Paul Zelenak. Also present: Nate Mack, Diana Regan, Lori and Steve Mosier.
- III. **Approval of Agenda.** Childs requested an amendment to the agenda to add item D. EV Charging Station Status under Unfinished Business. Heinanen made a motion to amend the agenda to add item D. EV Charging Station Status. Supported by Childs. Motion passed unanimously.
- IV. **Approval of the June 9, 2022 DDA Board Meeting Minutes.** Motion by Murphy, supported by Heinanen to approve the minutes as submitted. Motion passed unanimously.
- V. **Citizen's Comments.** None.
- VI. **Budget Report.** Mack reported that revenues in June were \$6,200, primarily from Farmers Market sponsorship fees. Expenses were for Farmers Market printing costs for sponsor name boards. The new fiscal year started July 1, 2022.
- VII. **Farmers Market.**

Market Manager, Diana Regan, reported that the market would be hosting a mini food truck rally this weekend and she anticipates at full market of 52 vendors this weekend. The all-day car show is scheduled for July 30 and the market will remain open one hour extra. Regan is also trying to arrange a food truck rally in August and would like a Pet Adoption Day or Art in the Park in September. The Pumpkinfest event in September will for the market to reduce the number of vendors. Should we cancel the food truck for the Pumpkinfest? The vendor has not been responding to emails. We will need to get creative to satisfy the vendors who have paid for seasonal spots. Mashburn suggests that we cancel the food truck so there is more room for vendors, but we also need to look at raising the seasonal rate next year. We are averaging 40-50 vendors each week. Heinanen feels we shouldn't charge extra for a vendor spot during Pumpkinfest, that we should let Pumpkinfest handle that. Perhaps share marketing / advertising costs with Pumpkinfest. Mack will look into the overflow area for vendors. Regan will measure how many spaces can be added.

VIII. New Business

A. DDA Officers for 2022-2023 Fiscal Year:

Chairperson – Dereck Mashburn

Vice Chairperson – Jeff Heinanen

Treasurer – Tracey Murphy

Secretary – Mark Childs

Motion by Heinanen, supported by Childs to approve the slate of officers for 2022-2023 Fiscal Year. Motion passed unanimously.

- B. Downtown Signage / Branding Refresh.** Mack met with City Manager Zelenak to discuss signage in downtown area that needs to be refreshed / updated. Waiting for a quote from New Moon Visions. Also waiting to hear if we can use ARPA funds at the park at 390 S. Lafayette. New signage could possibly be unveiled next spring. No estimate on costs at this time. There are approximately 20 downtown signs. We need to improve way-finding signs and refresh our brand. All committees need to be involved. The Promotions Committee should take the lead but all committees need to contribute input.

IX. Unfinished Business

- A. DDA Board Applications.** Mack provided completed questionnaires from Melissa Borgman and David Barton. Borgman is the owner of PupTown and a current member of the Promotions Committee. Barton is the owner of the Twisted Cork, a DDA business. Discussion of each applicant and how to choose one over the other. Murphy made a motion to recommend Melissa Borgman for the open DDA Board position. Supported by Norm.

Roll Call Vote:

Childs – Yes

Mashburn – Yes

Murphy – Yes

Heinanen – Yes

Nevitt – Abstention

Fagin – Yes

Fultz – Yes

Motion passed with 6 yes and 1 abstention. Mack will present recommendation to Mayor Pelchat.

Mashburn reported that he will reach out to Barton and suggest he apply to be on a committee.

- B. Committee Reports. Economic Vitality.** Mack reported that the committee met last week and discussed the ideal mix for downtown businesses. A Void Analysis was provided from GIS at Oakland County. Suggestions included a grocery store (Mack will reach out to Greener Pastures Market to see if they are interested), a men's clothing store, and an Asian or Mediterranean restaurant. The unapproved apartment project and walkability and safety in the downtown was also discussed. **Organization.**

Mashburn and Mack met last week to discuss 12-week fundraising program and updating the Master Plan, which is typically done every 5-6 years. The DDA TIF expires in 2025 and will need to be updated or extended. **Promotions.** The committee has met twice in the past month to discuss plans for the 2022 Holiday Spectacular. A Holiday Market is possible this year. Plans are being made for a tree lighting at Heinanen Engineering and also the Historical Society. **Design.** The Design Committee did not meet. Fagin feels that we need to look at doing small improvements in the DDA to keep the city moving towards the future. Mashburn would like to see the Master Plan updated now to coincide with planned improvements. Mack stated that we would do just a downtown plan and this could be used as a push for the rest of the city and the Master Plan. Mack is meeting with the County tomorrow. Could we get some art on the walls of the Post Office? Should we do a parking study? The DDA Board could direct Mack to create RFPs for various city-owned properties in the DDA to open a dialog.

C. Storm Sewer Along S. Lafayette Street between Liberty Street and McHattie Street.
No report.

D. EV Charging Station Status. Mack reported that all documents and the site plan has been submitted to DTE and they are creating a work order for the installation.

X. Board Member Comments

Childs asked about the replacement lids for the recycling receptacles downtown. Mack reported that the lids have been ordered. Will there be an events brochure printed? Mack reported that it has been printed and he will drop some off. Discussion of truck turns at the four corners. Childs asked if we could have the Police Chief attend a future meeting. Mack reminded everyone about Motorfest on July 30 as well as Christmas in July at Heinanen Engineering. There will be a DJ as well as a live band and Food Trucks. Mack provided an update on the RCA Building--The owner has been given an extension of his deadline to complete work to qualify for the tax abatement. The final elevator inspection is scheduled for later this month. The restaurant hopes to open in September. Mack reported that he found and purchased a database tool for main street communities and he feels it will be an asset to the DDA. DDA Board Members will have access to the database once it is up and running.

XI. Adjournment. Motion by Heinanen, supported by Childs to adjourn 9:43 am.