



MEETING MINUTES – SEPTEMBER 8, 2021

- I. **Call to Order.** Meeting called to order by Chairperson Dereck Mashburn at 8:05 am.
- II. **Roll Call.** Present: Dereck Mashburn, Mark Childs, Paul Zelenak, Gene Carroll, Jeff Heinanen, Annie Buchtrup, Norm Fultz, Tanya Nevitt. Absent: Gary Fagin. Also Present, Nate Mack. Guests: Amy Allen, Jim Hamade.
- III. **Approval of the Agenda.** Motion made by Paul to approve the agenda. Supported by Jeff. Motion passed unanimously.
- IV. **Approval of the August 12, 2021 DDA Board Meeting Minutes.** Motion made by Gene to accept the minutes as submitted. Supported by Jeff. Motion passed unanimously.
- V. **Citizen's Comments.** None
- VI. **Budget Report.** Nate reported on the budget. Revenues of \$820 were received for the month of August. Disbursements for the month totaled \$3,010.56 and included expenditures for the September 4 Food Truck Rally, reimbursement to Grande Trunke Home for the mural, and association fees.
- VII. **New Business**
 - A. **Farmers Market position.** Amy Allen, Director of SLARA, joined the meeting to discuss a possible partnership between SLARA and the DDA for the Farmers Market Manager position. Nate reported that he has received nine applications for the position. Amy stated that this new SLARA position could be a year-round, 30-hour per week part time position, but the person would spend more time at the market during the summer hours. Details of the position need to be worked out, but the DDA Board was supportive of this partnership. Nate will share Market Manager responsibilities with the DDA Board. Amy will present a more formal proposal at the October 14 DDA Board Meeting.
 - B. **Ladies Night.** Fall Ladies Night is scheduled for Friday, November 12, 2021 from 5-9 pm. Annie and Tanya will chair. Nate will request a street closure for N. Lafayette from Lake Street to Whipple Street to help create a festive atmosphere with picnic tables and propane heaters. Annie and Tanya will meet later today to start the planning discussion. Budget is \$1,000 plus vendor and sponsorship fees. What is the cost of tables and propane? Should we have food trucks? Don't want

to upset restaurant/bar owners, but the shoppers love to have food available. DPW will assist with set up and tear down. Will there be entertainment? Entertainment is possible if the street is closed.

- C. **Letter of Support – Revitalizing Downtowns Act.** Nate is asking DDA members to send a letter of support for the Revitalizing Downtowns Act to their Senator or Representative. A sample letter was provided in the packet. Annie made a motion to approve the use of this letter. Supported by Gene. Motion passed unanimously.

VIII. Old Business

- A. **Farmers Market Report.** Nate reported that the market did well in August. The last market experienced very hot weather which led to 5-6 cancellations prior to market open and a few vendors left early. Revenue was down slightly. There have been some issues with the food trucks. Nate is handling the market manager tasks and the position has been posted on Zip Recruiter.
- B. **Cool Yule 2021.** December 3 and 4. Nate provided a preliminary budget of approximately \$8,300 for the Cool Yule 2021 event. If we were to add an alcohol component, it could add \$5,000-\$7,000 in costs. There is \$6,000 in the DDA budget for this event with an additional \$4,000 coming from the city contribution. There is a Candy Cane Hunt scheduled to take place at McHattie Park. There will also be photos with Santa at the park. Will there be sponsorship opportunities? Daytime activities? The annual Craft Show will take place at the high school. The parade and other activities will take place at night--Tree lighting and Santa at the Village. Paul feels that timing of the events needs to be condensed. Fire pits and ice carvers in the evening only? Maybe we can get local bars to provide something outside. The Candy Cane Hunt could be moved to noon from 10 am. Businesses could sponsor an ice sculpture. Discussion of placement of the fire pits, heaters, and bar area. There will be no beer tent. Will there be vendors? Possibly. Annie suggested asking the theater to open for a movie.
- C. **Food Truck Rally After Event Report.** Nate reported that the event went well with approximately 400-500 people attending. Vendors, Kona Ice, Shimmy Shack (vegetarian), PizzaPazza, and Reno's Dogz were happy with turn out. The entertainment was well received. The event had a slow start but vendors were busy between 6-8 pm. Event cost \$450 -- \$300 for entertainment and \$150 for flyers. DPW set up the fence and the tables. Nate handled clean up.
- D. **Committee Reports.** The **Design & Promotions Committees** will meet next week. The **Economic Vitality Committee** has not met. **Organizational Committee.** Dereck and Nate met to discuss the application submitted to Main Street Oakland County for the DDA to move from affiliate to associate member which will allow us to eventually move up to the select level in the future.

E. Storm Sewer Along S. Lafayette Street Between Liberty Street and McHattie Street. Paul reported that he has continued to discuss this issue with Oakland County. The County has reported that it will cost \$40,000 to get an itemized study done for this project. Paul will be meeting with the Oakland County Road Commission and the Oakland County Water Department to discuss who should pay for this study.

IX. Board Member Comments. Gene asked what time the Cool Yule parade starts. Around 6 pm. Mark asked about the Farmers Market location during Pumpkinfest. Nate reported that it will be in the Farmers Market lot. Kids Downtown Trick or Treat will take place on Thursday, October 28 from 6-8 pm. SLARA is sponsoring a Pet Parade that starts at 7 pm. Pet Supplies Plus is a sponsor. Parade route will be on Lafayette from Liberty Street to Whipple Street. Amy Allen stated that the Trick or Treat notice could be added to the SLARA marketing campaign.

X. Adjournment. Next meeting will be Thursday, October 14, 2021. Paul made a motion to adjourn. Supported by Gene. Meeting adjourned at 9:30 am.