

Downtown Discovery

June 2010

News and Information from the Imlay City Downtown Development Authority

Better Together

Help Wanted!

In order for the DDA District to be successful, we need YOU!

There are three committees that need to be active in order for Downtown Development to occur. These are Promotions, Economic Restructuring, and Design. The DDA cannot accomplish their goals without proactive, innovative ideas. That is where you come in!

Please look over the following descriptions and see if you are able to help us move forward as a District and Community.

Promotions:

This is an active committee that meets every Third Wednesday of the month at Tietz Restaurant at 8:30 am. Promotions concentrates on marketing the downtown's unique characteristics to residents, visitors, and business owners through advertising, retail activities, special events, and marketing campaigns to encourage commercial activity and investment in the area.

For the next fiscal year, **the goal of the Promotion Committee** should be to get back to the basics; create sophisticated joint retail events; and to promote the district to investors and new businesses.

Economic Restructuring:

The Economic Restructuring Committee is an inactive committee at this time, so interested parties can create a meeting date and time. This committee concentrates on strengthening a community's existing economic base while also expanding and diversifying it by helping existing businesses expand and recruiting new businesses to respond to today's market. This committee should have creative ideas of how to convert unused spaces into productive properties and sharpen the competitiveness of business enterprises.

For the next fiscal year, **the goal of the Economic Restructuring Committee** should be to create an entrepreneurial friendly setting that would move Imlay City Downtown into the 21st century economy while using education opportunities to retain those who currently do business in the Downtown.

Design:

The Design Committee is an inactive committee at this time, so interested parties can create a meeting date and time. This committee concentrates on the downtown's physical environment by capitalizing on its best assets including historic buildings, and creating an inviting atmosphere through attractive window displays, parking areas, building improvements, streetscapes, and landscaping. This is done by encouraging maintenance, enhancing physical appearance, encouraging appropriate new construction, developing sensitive design management systems, and integrating long term planning.

For the next fiscal year, **the goal of the Design Committee** should be to design and install wayfinding signage and decorative poles in downtown Imlay City while adding esthetically pleasing bike rack and maintaining Depot Drive. There is also room to make suggestions on the design of a new train platform and physical improvements to the train viaduct.

Each of us have our interests; each of us have our talents; each of us have our ideas; so if we can organize these interests, talents, and ideas within the Imlay City DDA we will be **Better Together!**

For more information: icdda.com or mirelan@imlaycity.org

What's going on... DOWNTOWN!

June

TO GET MORE DETAIL ON A SPECIFIC EVENT, VISIT THE COMMUNITY CALENDAR AT IMLAYCITY.ORG.

		1 Commission Meeting 7:30 pm, City Hall	2	3 Farmer's Market 10 am- 3 pm Third and Main	4 Blueberry Fundraiser Bugsy's Bar/Grill 5-10 pm	5 Polly Ann Trail Walk 9 am- ? Side Walk Sales 9 am-5 pm
6	7	8 Blueberry Committee Meeting 7 pm City Hall	9 Historic Society 10 am, Museum	10 Farmer's Market 10 am- 3 pm Third and Main Chamber Lunch n' Learn 12-1:30 pm 301 E First St	11	12 Relay for Life
13 Relay for Life	14 DDA Board Meeting 7 pm, City Hall	15 Commission Meeting 7:30 pm, City Hall	16 DDA Promotions 8:30 am Tietz Restaurant	17 Farmer's Market 10 am- 3 pm Third and Main Networking Seminar 6-7:30 pm Days Inn \$5	18	19
20	21	22 Summer Concert Ray Champion 7- 8:30 pm Planning Commission 7:30 City Hall	23	24 Farmer's Market 10 am- 3 pm Third and Main	25	26 Little Miss Blueberry 7 pm IC High School
27	28 Chamber General Membership Meeting 5:30 pm Tietz Restaurant	29 Summer Concert Golden Harvest Trio 7- 8:30 pm	30	July 1 Farmer's Market 10 am- 3 pm Third and Main	2	3

**Want to add to the calendar? Please send information to:
City Hall, Attn: DDA, 150 N. Main Street, Imlay City, MI 48444 OR email it to mirelan@imlaycity.org OR fax it to 810.724.1861!**

Just for YOU!

Free Advertising at the Blueberry Festival

Walt Barga, chairperson for the Blueberry Festival, would like to offer local merchants an opportunity to let festival attendees know they are in town while visiting the festival. He will be making an 8 foot by 8 foot billboard to display at the information booth. The billboard will display merchants that supply us with a logo, name and address in full color. This offer is FREE! To participate we ask that you send us an electronic copy of your logo with your name and address. We want to promote our local merchants during the Blueberry Festival and thought this would be a great opportunity to showcase your business. If you have questions, please contact Kim Marrone at (810)724-1361.

Educational Opportunities

Do you need assistance using Facebook? Would you like to take a class in Quickbooks? The DDA would like to help DDA businesses find the education and training that is most needed for the overall health and wealth of the DDA community. Please send suggestions of what is needed to the DDA Director at mirelan@imlaycity.org or call 810-724-2135.

Merchant Happenings/ Downtown Deals

Imlay City Downtown Development Authority has launched two new segments of our website— just for you!! Merchant Happenings is a place for you to advertise special events happening in your store... **FOR FREE!!** Downtown Deals gives you an opportunity to post coupons online for others to download and print... **FOR FREE!** Just two more ways the DDA is trying to promote your business and bring growth in this economy! Each business was mailed a form the last week in February, but if you did not get a form, there are several at City Hall or email Monica at mirelan@imlaycity.org.

Do you have a Vacant Space for Rent??

Let the DDA Know! We will take pictures and post them in our Real Estate Section of our Website! The DDA can also beautify your empty space with Imlay City artwork. The sooner you let us know, the sooner we can beautify and advertise your space... **FOR FREE!**

Email or call Monica at mirelan@imlaycity.org or 810-724-2135!

Art in the Downtown

The DDA would like to know if there is any interest in displaying local art in your storefront windows. The program we were designing was originally intended to beautify empty spaces, but we are willing to offer it to storefronts that are currently occupied. Please let Monica know if you are interested at mirelan@imlaycity.org or call 810-724-2135.

**It doesn't matter how... Mail, Fax, Email or Drop Off ... Just submit this page to:
City Hall, Attn: DDA, 150 N. Main Street, Imlay City, MI 48444
OR email it to mirelan@imlaycity.org OR fax it to 810.724.1861!**

DDA Bulletin Board

The Imlay City Downtown
Development Authority Board
Meetings are open to the public
and are held on the
second Monday of each month
at 7:00 p.m. at City Hall,
150 North Main Street.

DDA Board of Directors

Rod Warner, Mayor
Steve Teets, Chairperson
Joi Kempf, Vice Chairperson
Kelly Villanueva Secretary
Stu Davis
Dan Everhart
David Held
Brian Hill
Kim Jorgensen
Sally Reinhardt

Monica Irelan
Downtown Development
Authority Director
810.724.2135
mirelan@imlaycity.org

Don't forget to visit us at
www.icdda.com



Imlay City
Downtown Development Authority
150 N. Main Street
Imlay City, MI 48444

This newsletter is published once a month by the DDA. Any merchant or civic organization is more than welcome to highlight their business or activities through a prewritten story. Please contact Monica at the city office's DDA Department for more information.