

**IMLAY CITY DOWNTOWN DEVELOPMENT AUTHORITY
SPECIAL MEETING
MONDAY, March 26, 2018**

A special meeting of the Downtown Development Authority was held on March 26, 2018 at the Lamb Steele Building 395 East Third Street, Imlay City, MI 48444.

1. CALL TO ORDER

Chairperson Joi Kempf called the meeting to order at 5:43 p.m.

2. ROLL CALL

Present: Walt Bargaen, Joi Kempf, Kim Jorgensen, Kelly Villanueva, Steve Teets, Tracy Aldrich, Stu Davis and Samuel Galiana.

Absent: Beth Murawski

Also present: DDA Director Dana Walker and City Manager Tom Youatt

3. APPROVAL OF AGENDA

Motion by Bargaen, supported by Davis to approve the agenda as is.

MOTION UNANIMOUSLY CARRIED

4. NEW BUSINESS

a. Vacation Land Cooperative Ad

Walker presented on page 3 of the packet the Vacation Land ad. Walker stated it concentrates on Port Huron area and communities in the thumb. It would be a shared advertisement between the Eastern Michigan Fairgrounds who would pay \$2,000.00, Imlay City Chamber of Commerce who would pay \$1,000.00 and the DDA would pay \$1,000.00, if all Boards approve. The ad would be a center spread, but not necessarily the center of the magazine, it's conjoining pages.

Board Member Jorgensen stated they could advertise in Woods n Water and it would be cheaper than \$1,000 and it would reach more places in Michigan, goes out to many communities in Michigan.

Board Member Davis inquired as to whether it as possible to advertise in both. Walker stated she thinks they could do both but would have to look at the budget, which they would be doing later in the meeting.

Board Member Villanueva inquired as to whether advertising to a certain demographic would be a better idea for advertising.

It was decided to discuss and vote on the Vacation Land advertisement once the budget was reviewed.

b. Work Session

- 1. Review of DDA Budget and Fund Balance, 2017-18**
- 2. Review of suggested 2018-19 DDA Budget**

Walker stated they are on track for both expense and income for 2017-2018 budget. There are no any major changes to the budget for 2018-19, the only big difference is she did not put anything in for Art Initiative based on the feedback she received from the Board, thought they would take a year off and concentrate on the Historic Walking Tour. Walker stated she kept Art in the Rough in the budget as an expense. The last line in the budget is Capital Outlay which has \$29,800.00 budgeted for this year has not been used and next year has \$24,000.00 budgeted. Walker stated she was not looking for the budget to be approved yet because after this work session she would make some changes. Walker stated that this year she did take health care and she has not been in the past.

Mayor Bargen inquired what the \$30,000.00 for electric was for. Walker stated it was for the leasing of the lights and the actually lighting of the lights.

Board Member Jorgenson inquired as to who pays for the Polly Ann Trail lights electric bill. City Manager Tom Youatt stated the City pays the electric bill and the City paid for the lights to be installed with a contribution from Vlastic.

Walker stated on page 8 is the Fund Balance, which has a balance of \$159,301.74 as of right now. This is a healthy fund balance and anything that is not spent this year would be added to the fund balance.

Board Member inquired about postage and office supplies. Walker stated that line item 'administrative/transfer to' is transferred to the City and for City services. Postage is a separate line time.

Mayor Bargen stated there is a total of \$8,000.00 in advertising and we have roughly \$4,000.00 left for this fiscal year, what expenses does Walker anticipate yet this fiscal year? Walker stated there would be advertising in May-June for Farmer's Market.

Board Member Villanueva inquired as to where major repairs come from. Walker stated the major repair would have to be a DDA owned property and it would come from miscellaneous repairs.

3. Review of DDA Development Plan 2014

Walker stated on page 9 was the 2014 DDA Development Plan, a 20 year plan. It goes over Public Improvement, Promotion/Marketing, Business Recruitment and Retention and Real Estate. Currently many of these items are ongoing. Walker stated fiber optic for the Industrial Park is cost prohibitive.

- 4. Review and Prioritize Goals**
 - a. Public Improvement**

Walker stated there have been some great progress with parks and noted that the Rotary would take care of painting the Gazebo this year. Walker feels parks are in good condition. Walker stated they have talked about the resurfacing and redesigning of Main Street and Depot Drive because no infrastructure is involved. Also have talked about Third Street west of Almont Avenue but this would involve the City because part of Third Street is not in the DDA district.

Board Member Davis stated he would rather see a major street fixed rather than Depot Drive.

Walker stated Fourth Street requires major infrastructure work. M-53 by Third Street will need to be redesigned once the road diet has been redone. Walker stated the Capital Outlay did not need to be spent this year, it could be designated for a future major project.

Board Member Villanueva stated the pocket park by CSB needs to be looked at. Walker stated she is having a hard time finding a landscaper that can give us a design but the park is on her radar. Also could rely on grant money due to the size. The park by Thimbleberry needs to be redone and the one by the dentist office. Walker stated she would look into the park by CSB.

Mayor Bergen suggested looking into benches and a bike rack in that park.

Ms. Walker stated she is looking for direction from the Board. What projects do they feel are a priority, what does she need to be working towards? MDOT has some grant programs for the M-53 project but it will have to be done conjunction with the City and MDOT. Ms. Walker stated this project would be done when the City is replacing the sewer main. Ms. Walker will also look at GBDG monies that we are now eligible for through the Redevelopment Ready Community Program.

Mayor Bergen stated it is nice to see the bike paths in the City and inquired as to if the DDA could work on tying the bike path areas together around the City. Also stated the Bancroft Street park will be added to with the removal of the house.

City Manager Tom Youatt stated Mt. Pleasant has a nice shared road plan and speed limits are set to slow vehicles down and works will with the bike paths.

Ms. Walker stated on page 13 and 14 is what the previous DDA had for a projected budget. Numbers will not hit the projected revenue they were thinking in 2014 but this is why plans need to be reviewed. Ms. Walker also stated that it was okay if the Board decides not going forward with the Capital Outlay this year. It can be held for a bigger project. Ms. Walker stated a portion could be put into the pocket parks this year, maybe \$4,000.00 but not \$29,000.00.

Mr. Youatt stated we have more restaurants coming into downtown and feels with continued growth we will get there, definitely setting the atmosphere, more buildings will become more attractive. Mr. Youatt inquired as to what kind of retail could we bring in that will bring people downtown.

Board Member Aldrich stated we need an Amish market/Amish store.

Board Member Jorgensen, Villanueva and Teets all stated the Third Street entrance to downtown needs to be redone.

Walker reiterated that the M-53 and E. Third Street entrance is the top priority for the DDA.

b. Promotion/Marketing

Ms. Walker stated that most of what is listed in the Promotion/Marketing section the DDA already does and she will continue and maintain. Ms. Walker asked if there were any suggestions.

Board Member Davis stated no one knows the history of Imlay City. Ms. Walker stated that will change with the Walking Tour.

Ms. Walker stated she has some concerns about the Farmer's Market Pavilion, worried about a permanent structure maybe a pavilion but not a full structure.

Board Member Jorgenson suggested to look at Cheboygan's pavilion, maybe this is something that could be rented out or hold concerts.

Board Member Kempf inquired if they hired a social media company. Ms. Walker stated the Board has not and thinks it could get pricey to do so; the hiring of a social media company is not high on her priority list but it could be if the Board wants it. Currently Ms. Walker handles the social media accounts.

Board Member Davis suggested having trunk sales in downtown.

Ms. Walker stated Business Recruitment and Real Estate is already done in house. The DDA has a packet of information and SEED brochures and properties that are for sale are listed on the website. Ms. Walker would like to have a City wide open house that the City and the DDA put on together.

Board Member Kempf inquired as to what advertising the DDA does. Ms. Walker stated she advertises for Farmer's Market and summer events in the County Press and Tri City Times in the summer event insert but nothing beyond that and stated the Walking Tour would need brochures.

Board Member Villanueva thinks the advertising needs to advertise the major events, giving people a reason to come and wonders if the Vacation Land advertisement is not specific enough.

Board Member Teets stated the Woods N Water magazine is a good idea but the Vacation Land appeals to everyone and supports the ad in the Vacation Land magazine.

Board Member Aldrich stated the Vacation Land ad shows the flavor of the town not just a specific event.

Motion by Bergen, seconded by Teets to approve spending \$1,000.00 for a share of the Vacation Land advertisement dependent upon Chamber of Commerce and Fairgrounds' Board approvals.

Roll Call

Ayes: Kempf, Jorgensen, Villanueva, Teets, Aldrich, Davis, Galiana and Bergen.

Nays: None

Unanimously Carried.

c. Other

Board Member Villanueva stated she feels the DDA needs to promote vacant buildings more.

5. ADJOURNMENT

Motion by Bergen, supported by Jorgenson to adjourn the meeting at 6:52 p.m.

MOTION UNANIMOUSLY CARRIED

Submitted by Anne McAvoy: _____
Recording Secretary

Approved: