

**IMLAY CITY DOWNTOWN DEVELOPMENT AUTHORITY  
REGULAR MEETING  
WEDNESDAY, AUGUST 10 2016  
DRAFT**

A regular meeting of the Downtown Development Authority was held on August 10, 2016 at the Imlay City Hall, 150 N. Main Street, Imlay City, MI 48444.

**1. CALL TO ORDER**

Vice-Chairperson Kim Jorgensen called the meeting to order at 8:01 p.m.

**2. ROLL CALL**

Present: Walt Bargaen, Beth Fromwiller, Stu Davis, Tracy Aldrich, Beth Murawski, Kim Jorgensen, Kelly Villanueva

Absent: Steve Teets, Sarah Norat Phillips, Joi Kempf

Also present: DDA Director Dana Walker, Imlay City Manager Tom Youatt

**3. APPROVAL OF AGENDA**

**Motion** by Bargaen, supported by Murawski to approve the agenda with the modification of moving 8. NEW BUSINESS up to the 7. OLD BUSINESS spot.'

**Unanimously carried**

**4. PUBLIC PARTICIPATION**

None.

**5. APPROVAL OF MINUTES**

**REGULAR MEETING- Monday, July 18, 2016**

Aldrich noted an error in the July 18, 2016 minutes on page 6 reflected that she cast a Nay vote regarding the Director's salary increase wherein she actually voted Aye.

**Motion** by Davis, supported by Bargaen to approve the minutes dated July 18, 2016 as corrected.

**Unanimously carried**

**6. FINANCIAL REPORT**

**a. DDA EXPENDITURE REPORT**

**b. BALANCE SHEET**

**c. CHECK REGISTER REPORT**

Received and filed. Walker noted that they are still wrapping up the past year's fiscal review. On page 10 of the new fiscal year budget, there is a difference in the tax revenue reflected because they are waiting for a response from the State of Michigan.

**8. NEW BUSINESS**

**a. Façade Grant Request Kelly's Pet Salon**

A completed Façade Grant Request Application from Kelly Villanueva of Kelly's Pet Salon was attached to the packet.

Motion by Murawski, supported by Aldrich to approve the Façade Grant Request from Kelly Villanueva of Kelly's Pet Salon as presented for a total 50% DDA reimbursement in the sum of \$1,747.00.

**ROLL CALL:**

**AYES:** Davis, Fromwiller, Murawski, Jorgensen, Bargaen, Aldrich,

**NAYS:** None

**ABSTAIN:** Villanueva

**Motion carried 6-0**

**b. Façade Grant Request Beth Murawski**

A completed Façade Grant Request Application from Beth Murawski was submitted to the board.

**Motion** by Aldrich, supported by Bargaen to approve the Façade Grant Request from Beth Murawski as presented for a total 50% reimbursement in the sum of \$1,825.00

**ROLL CALL:**

**AYES:** Villanueva, Davis, Fromwiller, Jorgensen, Bargaen, Aldrich

**NAYS:** None

**ABSTAIN:** Murawski

**Motion carried 6-0**

**c. Lapeer County EMS Request**

A letter from Lapeer County EMS regarding a proposed operational millage issue to be placed on the November, 2016 ballot was attached to the packet as page 21.

Discussion was held regarding the importance of the Lapeer County EMS service, and its availability to all residents of Lapeer County

**Motion** by Bargaen, supported by Davis to waive the Imlay City DDA's attachment to any and all proposed millage requests by Lapeer County EMS that will appear on the November, 2016 ballot

**ROLL CALL:**

**AYES:** Villanueva, Davis, Fromwiller, Jorgensen, Borgen, Aldrich, Murawski

**NAYS:** None

**Motion carried 7-0**

**d. Kathy Perry Seminar co-sponsored with Chamber**

Walker informed the board that a seminar featuring Kathy Perry will be held on August 30 at 5:30 p.m., location to be determined. Ms. Perry will discuss Facebook advertising strategies. The cost will be \$10 for Chamber and DDA members; \$12 for non-members.

**7. OLD BUSINESS**

**a. Public Art Initiative**

Walker informed the board that most of the artwork created during the Initiative has been posted around town; a few more pieces will be posted within the week. Two pieces will be placed on posts at their locations. For the piece that will appear near the Gazebo at Lamb Steele Park, Walker will look into the possibility of posting some information about the initiative on the “blank” side of the canvas that will appear on the post.

Discussion was held regarding the success of the project, and that it was well-received by the public. Walker recommended making a 2-minute mini-documentary regarding the Initiative to post online, and suggested using the same videographer that made the ABC videos.

**Motion** by Borgen, supported by Fromwiller to allow the DDA Director to pursue the creation of a 2-minute mini-documentary regarding the art initiative, and to have the documentary created.

**ROLL CALL:**

**AYES:** Davis, Aldrich, Fromwiller, Murawski, Jorgensen, Borgen,

**NAYS:** None

**Unanimously carried**

**b. Meet Your Neighbor/Buy Local**

Walker praised the Tri-City Times for doing a great job with the advertisement. She said the promotion created an uptick in online views for the businesses, and the campaign has been very well received.

**c. Potential Projects fiscal 2016-17**

- 1) LED street lights on Almont
- 2) Repaving Main south of Third Street
- 3) Wi-Fi to public areas (Farmers Market/Lamb Steele Park)
- 4) Staining Train Depot
- 5) Signage-Third and M-53, Almont near tracks
- 6) Pocket Park by CSB on Almont
- 7) Other

Discussion was held regarding the list above. Youatt noted that there will be a proposal for decorative street lighting to be placed on Almont Avenue from Capac Road to the library presented to the Imlay City Commission at the next meeting, which ties in to item 1 on the above list.

**Motion** by Davis, supported by Murawski to proceed with upgrading the street lighting to LED on the remainder of Almont Avenue.

**ROLL CALL:**

**AYES:** Davis, Aldrich, Fromwiller, Murawski, Jorgensen, Borgen,

**NAYS:** None

**Unanimously carried.**

**d. Blueberry Festival/Parade/DDA Booth Review**

Walker noted that the DDA had a booth set up during the Blueberry Festival wherein they asked visitors for information such as their zip codes and also gave away free water. The DDA Promotions Assistant Nick Pugliese is compiling the information and feedback they received at the booth and it will be presented at a later date.

There were 65 entries in the parade. Walker and Pugliese are meeting to discuss ways to improve the check-in process for the parade, which was made challenging by a dog show at the fairgrounds that ran simultaneously.

Jorgensen noted that the parade route was varied from the route that was posted and publicized and some residents on Handley Street were disappointed. Walker will talk to the police chief to make sure the parade route goes as planned in the future.

**e. Streetscape Update**

Walker remains frustrated with the landscaping company, which has been unresponsive to inquiries about problems. Walker is consulting with City Attorney Brian Gardener

regarding remedies for the problem, including withholding of payment until the issues are fully resolved. She has made email and phone contacts to the landscaping company, and to the owner of the company, and thus far has been met with silence. Walker will continue to pursue the matter until the landscaping problem is resolved.

Walker will be emailing board members regarding a Walking Committee that will review the landscaping and make suggestions for potential changes, particularly around the Gateway Entrance area.

Walker noted that the benches at the Pocket Park near the Front Row have been getting a great deal of use. Discussion was held regarding refuse near the benches. Walker will look into purchasing a cigarette butt receptacle to place near the benches.

### **9. Director's Report**

A copy of the Director's Report was attached to the packet. Walker noted that ongoing meetings are being held with the persons interested in bringing a micro-brewery to Imlay City; and that a retail store will be moving into one of the empty buildings downtown. She and Lapeer Economic Development Director Patricia Lucas also made several retention visits to businesses in the Industrial Park and to Vlastic.

### **10. Member comment**

Bargen noted that there is some forward movement occurring at the former Tietz Restaurant location.

Murawski noted that the Imlay City DDA is making great strides, adding that she has been traveling a lot and noticing that the most singular item for the success of a small town is the business owners coming together to make things better.

### **11. ADJOURNMENT**

**Motion** by Davis supported by Bargen to adjourn the meeting at 8:44 a.m.

**Unanimously carried**

Submitted by Catherine Minolli: \_\_\_\_\_

Recording Secretary