

**IMLAY CITY DOWNTOWN DEVELOPMENT AUTHORITY
REGULAR MEETING
JULY 8, 2013
FINAL**

A regular meeting of the Downtown Development Authority was held on Wednesday, July 8, 2013 at the Imlay City Hall, 150 N. Main Street, Imlay City, MI 48444

1. CALL TO ORDER

Vice Chairperson Joi Kempf called the meeting to order at 6:01 p.m.

2. ROLL CALL

Present: Joi Kempf, Stu Davis, Amy Brunk, LuAnn Valdez, Kim Jorgensen, Kelly Villanueva

Absent: Steve Teets, Lynn Farkas

Late arrival: Sarah Norat-Phillips, Walt Bargaen

Also present: DDA Director Kim Marrone.

3. APPROVAL OF AGENDA

Motion by Davis, supported by Jorgensen to approve the agenda with the addition under 8. New Business, C. Meeting Time.

Unanimously carried

4. PUBLIC PARTICIPATION

5. APPROVAL OF MINUTES

A. REGULAR MEETING, JUNE 13, 2013

Motion by Davis, supported by Villanueva to approve the minutes of the Regular Meeting dated June 13, 2013.

Unanimously carried.

6. FINANCIAL REPORT

A. DDA EXPENDITURE REPORT

B. BALANCE SHEET

C. CHECK REGISTER REPORT

Received and filed.

7. OLD BUSINESS

A. FAÇADE GRANT PROGRAM

A copy of the revised program as discussed and approved during the June 10, 2013 regular meeting was attached to the packet.

B. BIKE NIGHT

Marrone informed the board that Bike Night has been cancelled. One of the key planners was injured in an accident and remains hospitalized. The matter will be reviewed next season when there is more time and input to plan the event.

8. NEW BUSINESS

A. OPEN BOARD SEAT

Marrone informed the board that she recently learned that there was an open board seat on the DDA. Discussion was held regarding expanding the board to 11 members. Consensus was reached to attempt to fill the open seat. Marrone will check with former board member Dave Held, who had earlier expressed an interest in re-joining the board. She will let Mayor Walt Bargaen know if Held is still interested for consideration for the appointment.

B. DDA PLAN

Copies of the plan attached to last month's packet were re-distributed to the board. Consensus was reached that changes would be made as follows:

Under Public Improvement Goal, the first bullet point will be changed to remove language regarding Polly Ann Trail management and to reflect the creation of a map to downtown Imlay City to bring Trail visitors and others to the downtown. Discussion was held regarding multiple uses for the map, not just limited to the Polly Ann Trail.

In the same section, the sixth bullet point will be changed to remove language regarding the development of the Polly Ann Trail in Imlay City and to reflect the intention to continue to pursue multi-use paths throughout the city.

In the same section, in the final bullet point language regarding snow removal and charging for negligent owners will be removed. Language will be added to 'Maintain lighting and landscaping in the Downtown DDA District.

In the same section, an additional bullet point will be added to reflect 2nd Street improvements as reflected in the city's recent water liability study.

Discussion was held regarding attaching estimated costs to public improvement goals. Consensus was reached that cost estimates not be added, as they are subject to change over the course of the ten year plan.

In the Promotion/Marketing Goal section, the second bullet point will be changed as follows: the word "downtown" will be replaced with "in the DDA District."

In the same section, the third bullet point will be modified to read "Improve viaduct with multi-use path and landscaping."

In the same section, the tenth bullet point will be added onto as follows: "Rotary Club, Lapeer County Ed-Tech Center, and Lions Club."

In the same section, bullet points will be added to reflect "Collaborate with the SEED Group on marketing and marketing materials and advertisements; to continue with the Farmers Market and pursue expansion of the market and a building/pavilion; to actively market the old Police Department and DPW buildings; and to manage and promote re-development liquor licenses."

In the same section, a bullet point will be added to including hiring of a social media/marketing company to promote businesses in the DDA district and DDA events through social media.

In the business Recruitment and Retention Goal section, the first bullet point will be changed to incorporate more general language, to clarify the two separate grant programs and to remove the dollar amount associated with the façade grant program.

In the same section, the third bullet point language regarding "subsidizing rent" will be removed and elaborated upon to reflect the business incubator concept, which is the intent of the development assistance the DDA wishes to provide.

In the same section, the fifth bullet point will be changed to add language regarding pursuing a grant program to encourage business owners to provide outdoor seating.

In the same section, the 10th bullet point will be modified as follows: the term "building rears" will be changed to "building exteriors."

In the same section, the 12th bullet point will be changed to add language that the DDA would work toward providing a resource regarding historical and architectural elements of buildings in the district.

In the same section, a bullet point will be added as follows: Utilize MSHDA and CDBG funds to assist building owners to make improvements to buildings.

In the same section, a bullet point will be added as follows: Support all placemaking efforts; and Support buy local programs.

Under the Real Estate section, the second bullet point will be eliminated entirely.

In the same section, a bullet point will be added as follows: Create and implement a commercial rental assistance program.

****Consensus was reached that discussion regarding pursuing membership and/or involvement in "Locals First" be placed on the agenda for the August regular meeting.

C. MEETING TIME

Discussion was held regarding changing the meeting time to 5:30 p.m.

Motion by Valdez, supported by Brunk to change the meeting time to 5:30 p.m.

Motion by Valdez, supported by Brunk to change the motion to reflect a meeting time of 5:35 p.m.

Ayes: Kempf, Borgen, Villanueva, Brunk, Jorgensen, Norat-Phillips, Valdez.

Nays: Davis

Motion carries 7-1

Motion by Valdez, supported by Brunk to change the meeting time to 5:35 p.m.

Ayes: Kempf, Borgen, Villanueva, Brunk, Jorgensen, Norat-Phillips, Valdez.

Nays: Davis

Motion carries 7-1

9. DIRECTOR REPORT

A. PROMOTIONS

Notes were attached to the packet. Discussion was held regarding creating posters with the Concert and Movie series events on them for businesses to post in their windows. Marrone will pursue creation of the posters

Marrone noted that the marketing assistant is on medical leave for approximately six weeks tending to a family issue. Discussion was held regarding hiring an interim replacement for the position of 10 hours per week at \$10 per hour. Marrone will pursue hiring an interim replacement.

B. ECONOMIC RESTRUCTURING UPDATE

Notes were attached to the packet.

C. DIG GRANT

Notes were attached to the packet.

D. MISC

Marrone informed the board of a conversation she had with county commissioner Ian Kempf regarding MSHDA funding.

Motion by Jorgensen, supported by Brunk to add discussion of changing the DDA's current TIF capture of Suncrest funds of \$5,372.35 to the agenda for the regular meeting in August.

Unanimously carried.

10. ADJOURNMENT

The meeting was adjourned at 7:30 p.m.

Submitted by Catherine Minolli _____
DDA Recording Secretary