

**IMLAY CITY DOWNTOWN DEVELOPMENT AUTHORITY
REGULAR MEETING
JANUARY 09, 2013
FINAL**

A regular meeting of the Downtown Development Authority was held on Monday, January 09, 2013 at the Imlay City Hall, 150 N. Main Street, Imlay City, MI 48444

1. CALL TO ORDER

Chairperson Steve Teets called the regular meeting to order at 9 a.m.

2. ROLL CALL

Present: Steve Teets, Joi Kempf, Sarah Norat-Phillips, Kim Jorgensen, Stu Davis, Amy Brunk, Lynn Farkas

Absent: LuAnn Valdez, Kelly Villanueva

Late arrival: Margaret Guerrero

Also present: DDA Director Kim Marrone, Imlay City Manager Wayne O'Neal.

3. APPROVAL OF AGENDA

Motion by Davis supported by Norat-Phillips to approve the agenda with the addition of 8C Approval of Annual Financial Statement.

Unanimously Carried

4. PUBLIC PARTICIPATION

None

5. APPROVAL OF MINUTES

A. REGULAR MEETING DECEMBER 10, 2012

Motion by Davis supported by Norat-Phillips to approve the minutes of Dec. 10, 2012.

Unanimously Carried

B. SPECIAL MEETING DECEMBER 18, 2012

Motion by Davis, supported by Norat-Phillips to approve the minutes of Dec. 18, 2012.

Unanimously Carried

6. FINANCIAL REPORT

A. DDA EXPENDITURE/REVENUE REPORT

Received and filed.

B. BALANCE SHEET

Received and filed.

C. CHECK REGISTER REPORT

Received and filed.

7. OLD BUSINESS

A. WAYFINDING

Samples of the design were distributed to the board. Discussion was held regarding the font and color scheme on the signs. Consensus was reached on the following:

There were no changes to Sign #1, except as discussed. The font and color remain the same.

Sign #4, Pedestrian Signs. 4A: Changes will be made to the font and color of the word 'Imlay City.' Marrone informed the board that she also ordered a post for the sign, which will be posted at Borland Rd. and Almont Ave.

Sign 4C: A second arrow that turns to the right will be added. If the arrow cannot be added to the existing line, the museum designation will be removed and 'shopping/dining' with an arrow to the right will be added.

Sign 4D. No changes.

Sign 4E. The wording will be changed to say 'Parking & Old School Park.' 'Municipal Offices' will be removed.

Sign 4F1 & F2 will be posted at the corner where the Learning Depot is located. Side A will be eliminated on F2.

4G. will be posted at the Farmers Market. Side A will be eliminated on 4G.

4G2 'Municipal offices' with an arrow will be added.

4H. No changes.

4I. the word 'Parking' will be eliminated. The words 'Lions Park' with an arrow will be added.

Digital sign: Discussion was held regarding increasing the size of the display lettering, and potential costs associated therewith. The words 'Imlay City' will be changed to match the font on side one and the color change will be to yellow.

Motion by Davis, supported by Guerrero to give the DDA Director license to increase the size of the electronics in the digital sign and to move forward with the Valley City Sign Order Change in an amount not to exceed \$90,000.

Ayes: Guerrero, Teets, Kempf, Davis, Brunk, Jorgensen, Norat-Phillips, Farkas.

Nays: None.

Unanimously Carried

Marrone informed the board that the Lions Club expressed interest in purchasing a sign as they understand that DDA funds cannot be used for items outside of the DDA District. She will check with service clubs to see if there is any interest in funding a sign at the Fairgrounds.

B. COMMUNITY ASSESSMENT PROJECT

A letter from Michigan Rural Council detailing the schedule was attached to the packet.

Discussion was held regarding involving the city's municipal departments, service organizations, churches, community groups and school groups, businesses, the Chamber, DDA, property owners and developers in the assessment project. Marrone will also invite school youth groups, and any interested community members to participate.

Marrone will add two questions to the assessment questionnaire: 1) What businesses are lacking in the city? And 2) What businesses would you patronize if located in the city?

8. NEW BUSINESS

A. 2012-2013 BUDGET ADJUSTMENTS

Notes were attached to the packet.

Motion by Davis, supported by Norat Phillips, to approve the budget amendments.

Ayes: Guerrero, Teets, Kempf, Davis, Brunk, Jorgensen, Norat-Phillips, Farkas

Nays: None

Unanimously Carried

B. LOGO DESIGN

Discussion was held regarding potential designs for a new logo. Consensus was reached that the logo design remain the same for the time-being. The board will continue to pursue potential changes to the design in the future.

C. APPROVAL OF ANNUAL FINANCIAL STATEMENT

The Annual Financial Statement was distributed at the meeting.

Motion by Davis, supported by Norat-Phillips to approve the annual financial statement.

Ayes: Guerrero, Teets, Kempf, Davis, Jorgensen, Norat-Phillips, Brunk, Farkas.

Nays: None

Unanimously Carried

9. DDA DIRECTOR'S REPORT

A. PROMOTIONS UPDATE

Notes were attached to the packet. Marrone informed the board that the new Promotions Assistant is Julianne Bagley, an Imlay City High School graduate who brings experience and skills to the table.

B. ECONOMIC RESTRUCTURING UPDATE

Notes were attached to the packet. Marrone noted that they have been meeting with Mold Masters regarding razing of their building.

Discussion was held regarding forming a committee to concentrate on the future of the DDA District, which will sunset in 2014. Jorgensen and Davis volunteered to work with Marrone on this project.

C. MISC.

Notes were attached to the packet.

10. MEMBER COMMENT

Davis noted a church tour that he enjoyed going on while visiting Ohio.

Guerrero followed up on the status of additional holiday decorations for next year's Winter Playground. Marrone informed the board that her shopping trips netted no results; she found no suitable decorations to purchase.

11. ADJOURNMENT

Kempf adjourned the meeting at 9:48 a.m.

Submitted by Catherine Minolli _____
DDA Recording Secretary