

**IMLAY CITY DOWNTOWN DEVELOPMENT AUTHORITY
REGULAR MEETING
MONDAY, NOVEMBER 12th, 2019**

A regular meeting of the Downtown Development Authority was held November 12th, 2019 at the Imlay City Hall, 150 N. Main Street, Imlay City, MI 48444.

1. CALL TO ORDER

Chair Walt Bargaen called the meeting to order at 5:35 p.m.

2. PLEDGE OF ALLEGIANCE

3. ROLL CALL

Present: Joi Kempf, Walt Bargaen, Samuel Galiana, Stu Davis, Steve Teets, and Kelly Villanueva

Absent: Kim Jorgensen, Trish Dennis, Justin Herbert

Also Present: DDA Director Lorrelei Natke.

In audience: Tom Youatt (City Manager), Doug Halabicky (Local State Farm Rep)

4. APPROVAL OF AGENDA

MOTION by Stu Davis, supported by Kelly Villanueva, with the addition of "8. Old Business, b. Disposition of Banners."

MOTION UNANIMOUSLY CARRIED.

5. PUBLIC PARTICIPATION

None.

6. APPROVAL OF MINUTES

REGULAR MEETING – October 14th, 2019

MOTION by Kelly Villanueva, supported by Stu Davis, to approve the minutes of the Regular Meeting minutes dated October 14th, 2019.

MOTION CARRIED UNANIMOUSLY.

7. FINANCIAL REPORT

a. DDA Expenditure Report

b. Balance Sheet

c. Check Register Report

8. OLD BUSINESS

a. Façade Grant for 147 N. Almont Avenue

Ms. Natke is resubmitting this grant for vote with no application changes from the previous meeting. \$4240 on application, requesting \$2120 granted; some work has already been started and/or completed, which is not permitted in the contract. Based on conversations with the past director, owner believed he was allowed to begin work. Board concludes that the owner misunderstood approval from a previous grant, so they agreed a compromise was in order. Ms. Natke made the "NO work started before approval" rule more prominent on a newer version of the application to avoid this mix up in the future. Since the Board knows work has been started and rules state it cannot begin before approval, they are voting on granting only a percentage.

MOTION by Stu Davis, supported by Samuel Galiana, to approve \$2120 (the full requested amount) of the Façade Grant for 147 N. Almont Avenue.

ROLL CALL:

Ayes: Stu Davis, Samuel Galiana

Nays: Joi Kempf, Walt Bargaen, Kelly Villanueva, Steve Teets

MOTION NOT CARRIED.

MOTION by Joi Kempf, supported by Steve Teets, to approve \$1560 of the Façade Grant for 147 N. Almont Avenue.

ROLL CALL:

Ayes: Steve Teets, Joi Kempf, Stu Davis, Walter Bargaen

Nays: Kelly Villanueva, Samuel Galiana

MOTION CARRIED.

b. Disposition of Banners

Ms. Natke states there was previous discussion to sell the lamp post banners with children's artwork back to parents/guardians for \$30/banner. The cost of each banner to produce was \$40/banner. Ms. Natke proposes that we give the banners back to parents/guardians free-of-charge, under the logic that some families might not be able to afford their child's banner.

Board discussed and decided to keep the original \$30/banner cost. If we cannot sell the banners back to their families, we can reuse them as the banners are still in excellent shape. They also agreed that if a family wanted their banner but could not afford the purchase price, the board could help provide avenues to charitable resources to fund the banner.

9. NEW BUSINESS

a. Façade Grant for 335 E. Third Street (New Doug Halabicky State Farm Building)

Doug Halabicky (present) purchased this building recently and is updating the windows in the building.

MOTION by Joi Kempf, supported by Samuel Galiana, for approval of the Façade Grant for 335 E. Third Street, totaling \$2316.43.

ROLL CALL:

Ayes: Samuel Galiana, Walt Bargen, Kelly Villanueva, Joi Kempf, Steve Teets, Stu Davis

Nays:

MOTION CARRIED UNANIMOUSLY.

b. Tree Trimming Invoice

Ms. Natke is seeking approval to pay the invoice of \$2750 to Dan's Tree Service.

MOTION by Joi Kempf, supported by Kelly Villanueva, to pay Dan's Tree Service \$2750 for their work.

MOTION CARRIED UNANIMOUSLY.

Board also makes a point to say Dan's Tree Service did a great job on Imlay City's trees this year. They are all very happy with his work.

c. Addendum of Meeting Minutes Dated October 14th, 2019

Addendum to 9.b, confirming that City Manager Tom Youatt is remaining as a signatory on the DDA accounts.

MOTION by Steve Teets, supported by Samuel Galiana, to confirm Tom Youatt is also on said account.

MOTION CARRIED UNANIMOUSLY.

d. Discussion of DDA Bucks incentive for Small Business Saturday (11/30/19)

Ms. Natke is looking to earmark set funds in order to distribute DDA Bucks throughout the community, to bring more business into our Downtown this holiday season. She's working with the model that customers spend money to earn coupons to use either during Winter Playground, or throughout the month of December.

Board discussed that Chamber of Commerce had a similar program that faded out in Imlay City. Mechanics and fraud in the program were an issue, making the cost-to-benefit ratio an issue for implementing the program this year. Board suggested DDA

reach out to PTA and similar organizations about discount cards and incentive through them.

e. Discussion of Billboard Interest

Ms. Natke states that 5-6 large Imlay City businesses want to secure the whole billboard for whole year – not allowing for smaller businesses to share the space. She states this is not what was intended for the billboard and looks for Board advice on how to move forward.

Board advises that DDA should continue to promote and push for small business participation first, and if there is no participation during certain months, reach out to the larger businesses and give the full billboard. DDA is working to place small businesses in either 1/3, 1/2, or the full billboard each month; spaces will only be reserved with a payment.

10. DIRECTOR'S REPORT

"Downtown Imlay City" social media presence is boosted and noticed by residents and business owners alike. Engagement online is noticeably higher as well.

Merchant Trick-or-Treat last month went really well – over 1200 pieces of candy were given away at the DDA table during the event.

Winter Playground is all falling into place; Lorrelei Natke, Shannon Hamel, and Katrina Morrow are all working hard to put on the event.

DDA plans to hand-make all of the Imlay City outdoor décor this year.

DDA has emptied the water and removed the plugs from the outdoor planters, in accordance to the warranty.

Upcoming Job Fair is in its infancy. DDA is working with local businesses to target a wide range of workers, especially high school age and seniors.

Ms. Natke states the 150 Pop tenant is looking for building in town, as he wants to stay in the area after his incubation period.

There was discussion for the Historic Walking Tour unveiling – looking into a Historic Christmas Walk with the Imlay City Museum.

The icdda.com website is still being updated to the required standards.

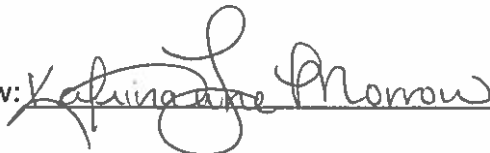
11. MEMBER COMMENTS

Steve Teets noticed Imlay City outdoor cleanup was not complete, but Ms. Natke states that the odd snowstorm delayed the cleanup. The service plans to continue clean up, including the cleaning out old plants in a feature location being used in future events.

12. ADJOURNMENT

MOTION by Walt Barga, supported by Steve Teets, to adjourn the meeting at 6:21 p.m.
MOTION CARRIED UNANIMOUSLY.

Submitted by Katrina Morrow:

A handwritten signature in cursive script that reads "Katrina Morrow". The signature is written in black ink and is positioned to the right of the printed name "Katrina Morrow".

Recording Secretary

Approved December 9, 2019