

**RECORD OF
DOWNTOWN DEVELOPMENT AUTHORITY/GRAYLING MAIN STREET
PROCEEDINGS REGULAR MEETING HELD ON THE 29th DAY OF JUNE 2017
1020 CITY BOULEVARD, GRAYLING, MICHIGAN**

I. Meeting called to order by Chairperson Sorenson at 6:00 P.M.

II. Roll Call

Members Present: Doug Baum, Betty Bennett, Stacy McIsaac, Timothy Rombach, Shannon Sorenson, Thomas Steffen,

Members Absent: Paul Crandall, Sierra Koch, and 1 Vacancy

Also in Attendance: Rae Gosling, Main Street Director, Heather Tait, AmeriCorp Vista, Doug Paulus and Kimberly Murphy, Deputy Clerk

III. Public Comment - None

IV. Approval of Agenda

17-020

Moved by Steffen, seconded by McIsaac to approve the agenda as amended:
Add under New Business DDA, C, Sierra Koch's resignation
Ayes: 6, Nays: 0, Abstain: 0, Absent: 2, Vacancies: 1, motion carried.

V. Approval of Consent Agenda

A. DDA/GMS Meeting Minutes for May 18, 2017

17-021

Moved by Bennett, seconded by McIsaac that the Consent Agenda be approved as amended with noted changes:

Under Main Street Manager's report, Gosling stated she met with Baum, Doug Paulus, program director for the new Northern Market should replace farm market, under Unfinished Business, D. Accreditation, first sentence should read Sorenson stated that when she was speaking with Joe regarding this; and on page 5, 2nd paragraph under Work Plan Approval, Heather Tait our Vista girl is working on another volunteer drive event before she leaves, not driven.

Ayes: 6, Nays: 0, Abstain: 0, Absent: 2, Vacancies: 1, motion carried.

VI. Treasurer Report

A. Revenue/Expenditure Report thru May 2017

Main Street Manager Gosling stated she had one correction, we had donations of \$350.00 in May, and she had on her sheet they were in June. The Amendments have been made and there will be an overage in Education & Training but the board knew about this. The only thing left to post will be the flowers for the design committee. Everything looks good, we are under budget. Going into the next budget we are being more realistic with our revenue, which will leave us with some wiggle room in the coming year, if we need extra for another vista position or other programs as we see fit.

17-022

Moved by McIsaac, seconded by Steffen to accept the Treasurer Report as presented:
Ayes: 6, Nays: 0, Abstain: 0, Absent: 2, Vacancies: 1, motion carried

VII. City Manager Report

The City Manager stated for lack of time that the same things are in play from his Manager's report last month, unless anybody had any questions for him. Sorenson had a question regarding the CEDAM grant that we are putting in for, Main Street Manager Gosling stated that it is actually a USDA Rural Development grant that CEDAM has applied for and they are starting with Vista communities, we are a participant in the grant and we would be able to use some of those funds. There is a match involved with this grant, so this probably is not a good choice because we do not have the money for the match.

VIII. Main Street Manager Report

By the Numbers:

Donations collected - \$0

Volunteer Hours – 188

Façade improvement recorded – 0

Building Rehabilitation/improvements interior – 0

Building Sold – 1, 234 E Michigan, Gamble's Corner

Businesses closed – 0

Training attended – 1, National Conference (which was in both April and May)

Events hosted – 4, Main Street Monday, Main Street in the Museum x2, and Girls Night Out

Accreditation Criteria -

- 1) Broad-based community support – We continue to build support through the weekly column, as well as the Main Street Monday events. The addition of Main Street in the Museum has offered additional exposure, and has been well received.
- 2) Developed mission and vision statements – Mission and Vision statements are documented.

- 3) Comprehensive work plan – Work plans were approved in the May Board Meeting; a comprehensive compilation of the work plans in progress.
- 4) Historic Preservation ethic –I started Main Street in the Museum on Thursdays. Rae stated good traffic.
- 5) Active Board and Committees – May was better than April. The Board meeting was pretty passionate, and some new energy for volunteer recruitment was drummed up. All committees but Promotions met. Org and promo are down in numbers. Design has a new chairperson, and EV is functioning very well in conjunction with the PRT committees, I think that is a strong alliance and we are able to leverage more volunteers to benefit downtown in ways that are outside of our traditional reach. The Board asked that the VISTA coordinate one more volunteer recruitment “rally” or event, work has begun on that event to be completed in August before her departure. Board support and attendance will be needed.
- 6) Adequate operating budget – There were no donations received in May. There is still an ongoing discussion regarding TIF districts and special assessments for the district with technical assistance consultants provided by Project Rising Tide. Meetings in May, and June, are working toward actualizing that. Progress is being made. This criterion is an element of the incoming VISTAs VAD (VISTA Assignment Description).
- 7) Paid professional program manager –I am still employed as the program director.
- 8) Ongoing training – As reported in April, the National Conference was in the beginning of May and notes on the training were submitted in the April meeting.
- 9) Report key statistics – Reported monthly statistics, 6/10/17
- 10) Member of National Trust Main Street Network – membership renewed 3/20/17

Rae spoke up viable projects for the MMS Grant request could include, finding space downtown for the Main Street office, trees & paint the curb project and also cover the \$50.00 a week for the downtown businesses to be highlighted in the Avalanche with a 10” print ad and a banner running across their website.

While she is out of the office Heather will check her email and forward urgent messages to Stacy. She will have an out of office reply. Developer day was postponed, no new date set.

IX. Unfinished Business - DDA

A. DDA Plan Update

Sorenson stated they did have a meeting with Joe Borgstrom, and they have no update as of yet. The board agreed to table for now.

X. New Business - DDA

A. CBD-Central business District Zoning Review/Proposed changes

Sorenson stated that the board attended the public meeting, from that this board got together again with Erich and went over the proposed changes, then most of the board attended the Planning Commission meeting where the Public Hearing was held and voiced their concerns; Steffen felt that his comments weren’t really addressed, McIsaac felt that she was walking into something that she was not prepared for, and it seemed to a pre-planned agenda to get things passed. Steffen feels that the City needs new zoning and we need to move forward at any direction and we should congratulate ourselves for getting it done. Baum said there was some frustration when the Planning Commission asked the DDA for their participation to give input but didn’t

and when you have a breakdown of communication this is what happens. Crandall felt he recalls seeing stuff that he received but it was from Alpena, he feels that the Planning Commission did a great job and should be commended. Gosling stated that the stuff that this board went over with Erich and Denise wasn't the stuff that they are having concerns with such as building height; it was more of percentages of what types of businesses and services to allow. McIsaac stated that she had asked previously on the design standards and was told we didn't have time, that this part needed to be passed and we would work on the design standards at a later date. Rombach feels that our town is rapidly changing and we need to stay in front of it because there is so much to do and some open communication will go a lot further. Baum said it is important for this group to have an open dialogue with the Planning Commission to stay ahead of things that are changing and we will be able to suggest amendments to these ordinances if need be, this group needs to stay proactive instead of reactive. Another concern was if we are or are not going to allow 4 story buildings we are going to have a window where we will have an open ended situation, we have to decide what the design standards are going to be to get this cleared up. Rombach felt like there was going to be more than one draft brought back to this board for review. Baum stated he would get to the bottom of this.

Steffen said we have a Blight committee that seems to very active presently and he asked do they stand a chance to get these suggested ordinances in to place, Baum stated that there is a financial component to this, Steffen asked for that information to get to this committee and for Baum to explain his concerns to this committee. Rombach asked if the ordinance is there, doesn't that cut down on the legal fees? Baum answered no, not necessarily. A sub-committee of Steffen, McIsaac, Crandall and Rombach was set up to send a letter of recommendation to the Design committee for a design standard.

B. Board Officer Elections/Renewals

The nominating committee would like to nominate McIsaac as Chairperson and Rombach as Vice-Chairperson, Sorenson asked if there were any more nominations, the board had none. Nominations are closed.

17-023

Moved by Bennett, seconded by Steffen to accept the nominations as McIsaac for Chairperson and Rombach for Vice-Chairperson:

Ayes: 7, Nays: 0, Abstain: 0, Absent: 1, Vacancies: 1, motion carried.

8:29 PM McIsaac started chairing the meeting

C. Sierra Koch's Resignation

17-024

Moved by Baum, seconded by McIsaac to accept Sierra Koch's resignation as presented:

Ayes: 7, Nays: 0, Abstain: 0, Absent: 1, Vacancies: 1, motion carried.

XI. Unfinished Business – Main Street

A. Project Rising Tide Strategies

The board agreed to table for now.

- 1. Dated Downtown Businesses**
- 2. Branding & Marketing**
- 3. Lack of access to Capital**

B. Employee Manual Changes

The board would like to move this to a sub-committee, which will consist of Rombach, Sorenson and Bennett. They will bring this back to our July meeting. McIsaac will email sub-committee and get the final draft to City Manager to forward to the City Attorney.

C. Manager Evaluation Update

The goals were included in the packet and also Gosling compiled time allocation from the last year and she will compile from the last 2 previous years as well and get it to the board in August. Rombach asked for a clarification of her headings, Admin, Businesses, Meetings, Events and Gosling explained those headers

17-025

Moved by Sorenson, seconded by Rombach to accept the Goals submitted for the GMS Manager as presented:

Moved by Sorenson, seconded by Rombach to accept the Goals submitted for the GMS Manager as amended:

Change the time frame to January – December 2017 and under number 1, change it to contribute to receiving National Accreditation by October 2017 and under the 2nd bullet take out the October 2017

Ayes: 7, Nays: 0, Abstain: 0, Absent: 1, Vacancies: 1, motion carried.

D. Accreditation-Update

Working on, leave on agenda until October 2017

****Paul Crandall present at 6:23 PM**

XII. New Business – Main Street **presentations were moved ahead of the Mainstreet Manager’s Report

A. Northern Market – Doug Paulus

Doug Paulus gave his presentation to the board on the Northern Market. He stated this is not a farm market, this project is a business accelerator designed around the agricultural industry, this will help grow the economy for all of Northern Michigan with us being in the center of it all. When it’s all said and done this will be about a 5.2 million dollar project not costing the taxpayers any money, lots of fundraising by key players and grants. The Flint and Grand Rapids Farm Markets are models and our partners. Why are we doing this, Paulus stated this project fell in our laps and a big push from State & Federal Government. The Food Hub concept will be of importance. This building will have the best bathrooms in Michigan and will include a Children’s playground towards the back of the building. This will be a destination market. Part of this concept will include working with the school on programs, as well as a USDA Approved Slaughter house in the industrial complex. This building has an upstairs which will be a banquet event center, demonstration kitchens, the building will include a 3 story glassed in elevator. The timeline is to be open in October 2018. He offered for anybody to stop by for a tour when his vehicle is there.

The board thanked him for his presentation.

B. AmeriCorps Vista Update – Heather

Heather Tait gave a brief overview of the last few months. March; Started Main Street Monday, kicked off AmeriCorps week, Rediscover Downtown Logo Launch and a Social Media workshop, (which was not heavily attended). April; she attended the Rural Development Conference and continued development with the GMSt social media content. May included the signature service project which she was a part of and the Destination Grayling Logo Launch. In June she will work on a legacy binder to help the new Vista person on what she has been working on, she is also working on a volunteer drive called “Put a ring on it” which she went over the work plan with the board.

C. New AmeriCorps Vista – Rae/Stacy

Gosling stated she has 2 interviews tomorrow, 6 candidates have reached out to her. The deadline was extended till July 18, 2017 to get our final candidates to Rachel. We are prepping a 2nd VAD if the opportunity for a 2nd Vista position is available, so the second VAD would be an extension of the volunteer recruitment and filling vacancies in our downtown. We would need more office equipment; computer and desk.

XIII. Committee Reports

Organization – No Meeting

Design – Gosling stated they discussed the bike rack project which has been tabled. Judy Steffen is going to do some follow up on getting some samples of donation bricks for the clock tower, Baum said he has sample donation bricks and will get them to Rae after the meeting.

Promotion - No Meeting

Economic Vitality – They are running concurrent with PRT right now, meeting regularly and working on Developer Day which they are partnering with PRT.

- XIV.** Sorenson asked for this to be put on the agenda so the information can get back to this board on these different meetings, she stated this is a working list and there may be other meetings that we feel need to be reported on to the board.

Community Meetings Update:

GPA (Bennett) – Bennett stated at their last meeting GPA is still talking about painting the electrical boxes, and the Electric Company is wondering if the paint will get to hot, Baum said there is a pilot project on this with the MDOT boxes on the corners but let them do a wrap and they are studying the effects of the wraps and Baum said we have a contact with the lady from MDOT that is monitoring that project to see what they come up with. McIsaac said that she met with a company called Traffic Wrap zee and she has been in contact with them and they want pictures of what we want, they said they are the only one licensed to do this in Michigan.

CCEDP (Tom) – Nothing was reported

Missing Middle (Stacy) - Nothing was reported

Blight (Stacy) – Nothing was reported

Camp Grayling (Stacy) – Nothing was reported

Northern Market (Rae/Stacy) – Nothing was reported

Golf Course (Paul) – Nothing was reported

Grayling Township (Shannon) – Nothing was reported

XV. Public Comment –

Gosling spoke under public comment stating she recently spoke to McIsaac and now she would like the board to know, she stated she has put a lot of work into redoing the employee manual several months ago and feels like this item being continually tabled is very frustrating and hurtful, this is important to her and her role in this community.

This has been nine months in the making and she is very frustrated that this keeps being pushed off to the side. The consensus of the board is they understand her frustration but it's not meant in any way to hurt or harm but these meetings are going very long and they will work at getting this completed at the next meeting, they appreciate her concern.

XVI. Committee Member Comments

Bennett – If anybody knows of anybody we are looking for board members, 1 in district and 1 out of district.

Sorenson – Thanked the board members for 2 years, she is glad that Stacy and Tim are willing to take over, we are ready for a new leadership change. If Meijer's does take stake out on 4-mile road, we will have another Huntington Bank.

Baum - Over the last couple of months he has received a lot of emails, phone calls regarding issues. He feels compelled to this board to share some history with GUDA and the DDA, these organizations didn't get along, he worked hard to get GUDA to work with the DDA, GUDA finally dissolved, then GRIP was formed then went under the DDA. Now the DDA/GMS are one, Baum feels we lost the DDA aspect, we need to fit within the community, he understands the challenges with GPA, Visitors Bureau and it's frustrating, he feels this group needs to work together with all groups, we can't put up fences around main street, we have to work with all committees. Always remember we are only a small piece of this community. Grayling has a lot going on because all of us are working together, Township, County and the City, which will affect all of us. What happens downtown affects the County and what happens in the County will affect the Downtown. He doesn't understand why there is such a disconnect with the downtown and Grayling Main Street, this bothers him immensely.

Concerns regarding the canoe launch project, miscommunication regarding the MSP property and security, Baum stated he thought it was a no-go, when he got to the Meeting he found out they want to work with us.

McIssac – Stated she heard at the Business after Hours that they want to make exit 257 to be the best exit on I75

She met with Ernie Dawson and he gave her a huge stack of file folders with everything he has been involved with.

Crandall – Northern Market very enlightening to him now that he has more knowledge and understanding.

XVII. Correspondence

XVIII. Adjournment

17-026

Moved by Rombach, seconded by Crandall to adjourn the meeting:
Ayes: 7, Nays: 0, Abstain: 0, Absent: 1, Vacancies: 1, motion carried.

Chairperson McIsaac adjourned the meeting at 9:35 PM.

Kimberly Murphy
Deputy Clerk