

**RECORD OF
DOWNTOWN DEVELOPMENT AUTHORITY/GRAYLING MAIN STREET
PROCEEDINGS REGULAR MEETING HELD ON THE 20th DAY OF JULY 2017
1020 CITY BOULEVARD, GRAYLING, MICHIGAN**

I. Meeting called to order by Chairperson McIsaac at 6:06 P.M.

II. Roll Call

Members Present: Doug Baum, Betty Bennett, Paul Crandall, Stacy McIsaac, Thomas Steffen

Members Absent: Shannon Sorenson, Tim Rombach (**PRESENT 6:07 PM**) and 2 Vacancies

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

III. Public Comment - None

IV. Approval of Agenda

17-027

Moved by Bennett, seconded by Steffen to approve the agenda as presented:
Ayes: 5, Nays: 0, Abstain: 0, Absent: 2, Vacancies: 2, motion carried.

****Rombach present 6:07 PM**

V. Approval of Consent Agenda

A. DDA/GMS Meeting Minutes for June 29, 2017

17-028

Moved by Bennett, seconded by Crandall that the Consent Agenda be approved as presented:
Ayes: 6, Nays: 0, Abstain: 0, Absent: 1, Vacancies: 2, motion carried.

VI. Treasurer Report

A. Revenue/Expenditure Report thru June 2017

17-029

Moved by Rombach, seconded by Steffen to accept the Treasurer Report as presented:

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

VII. City Manager Report

City Manager Baum stated he had nothing new other than working on the plans for River Fest; he attended a safety meeting today. He asked if anybody had any questions for him; Bennett questioned how the Farm Market was doing, Baum stated Doug Paulus could answer that, Paulus stated that he had heard the vendor's say they had the "best day ever". McIsaac inquired about the Hartwick Pines Bridge and the bike trail, which Baum stated they are ahead of construction.

VIII. Main Street Manager Report

Rae Gosling said they had 100 volunteer hours last month, some donations came in. They are getting ready for the upcoming events, working with the Chamber on their events as a GMS representative.

Rae said McIsaac was able to secure our Vista candidate which will be Erica Blair; she has a great community connection and will be a great asset. She will be working on increasing sponsorship & businesses.

IX. Unfinished Business - DDA

A. DDA Plan Update

McIsaac stated that Joe sent her a draft of what was turned into the State; she thought she had emailed it to the board. She said that it was sent to the State to see if it was approvable and then this board will look at it and send it to City Council for approval.

X. New Business - DDA

A. TIF Committee

Deputy Clerk will get the names that are on the Tif Committee and go from there.

B. Board Officer Elections/Renewals

The consensus of the board was to have someone acting as the Treasurer to oversee Rae's monthly reporting for the board. Rae understood that someone from the board could act as a second pair of eyes.

17-030

Moved by Rombach, seconded by Steffen to nominate Sorenson as Treasurer to oversee Rae's monthly report to the board and act as a second pair of eyes;
Ayes: 6, Nays: 0, Abstain: 0, Absent: 1, Vacancies: 2, motion carried

XI. Unfinished Business – Main Street

A. Project Rising Tide Strategies

1. Dated Downtown Businesses

- MMS has a new design person. We should be able to pick up where we left off with façade services. Rae stated the board should have her contact information.
- McIsaac stated she took the Alpena design standards to the Design Committee for review.

1. Branding & Marketing

- Moved off into a more community wide situation. We can pick up and do something in the winter pushing what we have to offer with our natural resources.
- McIsaac stated that she and Kate have put together a sock campaign with a design she handed out to the board with the Grayling Downtown Logo; as "Tip'n the Mitten, LLC" they have fronted the money and ordered the socks and all the profit will go to Grayling Main Street.

1. Lack of access to Capital

- Rae met with Stacey Huber; she has put together a handful of contacts. State Savings Bank already has a questionnaire with answer and questions that clients will need to prepare for before actually going in and talking to a banker; she is going to utilize their format with this project and will work on consolidating this information which will be incorporated on our website with a clickable link. It will also be added to the proactive marketing package we will have for anybody wanting to set up a business in Grayling.

B. Employee Manual Changes

17-031

Moved by Steffen, seconded by Crandall to accept the changes made to the Employee Manual as presented:

After further discussion Steffen moved to rescind motion 17-031 seconded by Crandall;

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

17-032

Moved by Rombach, seconded by Crandall to send the employee manual with changes to the City Manager and City Attorney for review;
Ayes: 6, Nays: 0, Abstain: 0, Absent: 1, Vacancies: 2, motion carried.

C. Accreditation – Update

No update

XII. New Business – Main Street

A. Brainstorm – How do get DDA Businesses Involved

The board came up with some ways to reach out to the DDA and beyond to start growth which will include;

1. Moving the Paddle Battle to the City Park
2. Defining our role as the DDA, possibly using PSB standards. The benefit of A TIF will help the City, and the DDA. We have a monetary interest in doing this.
3. Vista position, fundraising strategies. Rae thinks this might be a stretch for the current VAD of the Vista position.
4. Fill this boards “out of district” position with a business owner in district
5. Letter to businesses in the DDA District informing them of our open positions.

McIsaac created a sub-committee to work on this DDA inclusion strategy work plan consisting of Rombach, Steffen, Crandall and Baum .

XIII. MS Committee Reports

Organization – Bennet attended, she stated that Heather introduced Jill (the new dance instructor); she came to the office and wanted to volunteer, she has a lot of great ideas and enthusiasm.

Design – McIsaac attended, she gave them the Alpena design standards to start looking at. Judy Steffen brought in the bricks for the clock project, the idea is to after the marathon they will work on a rendering of the clock tower and have it displayed in Erich’s window along with the donation bricks and give them the Facebook page to go to or direct them on how to purchase the bricks for a fundraiser for this project. McIsaac said she has a patronicity account set up for the bike stands and repair stations and will look into setting up something for the bricks. They will be having Coney dog sales for donation stating they are fundraising for the bicycle rack and repair stands during the Paddle Battle.

Promotion – Nothing to report

Economic Vitality – Nothing to report

XIV. Community Meetings Update:

GPA (Bennett) – Nothing reported

CCEDP (Tom) – Did not make it

Missing Middle (Stacy) – No meeting

Blight (Stacy) – Stacy stated they had 2 visitors, Hannelore Dysinger and Mark Allen. They spoke on ways to not push this on the community and give resources to the homeowners to fix their issues. Hannelore spoke about money available thru MEDC for homeowners and also a program available for landlords with multiple units for a rental rehab. Habitat for Humanity in Crawford County would be a good resource because they only work on small projects. The Committee is going to revise our recommendation for a blight ordinance and send to the Planning Commission, Steffen felt we should give it to Baum to review first.

Camp Grayling (Stacy) – No meeting

Northern Market (Rae/Stacy) – Doug Paulus stated they had their monthly board this morning. 501C3 approved was approved; they will start their funding stream. They are going to hold a couple of community events while they are waiting for deconstruction, the Little League is holding a fundraiser next Thursday July 27, and it will be a teen dance. Booster Palazzo will hold their event there this fall and there was also talk on a haunted house for Halloween. Project is moving forward, turns out the building is not big enough so a mezzanine is being added at the back of the building.

Paulus stated he wanted to put a rumor to rest, he stated no contracts were signed as of yet, with that being said there are 6 local people that are at the front of the line, 2 local businesses and 4 local new businesses, no outside entities involved at this point.

McIsaac asked if the plan was to pull all of the businesses from the CBD or to help fill the CBD? Paulus' response, filling the CBD is the ultimate goal.

4 Mile Businesses (Tom) – Did not make it out

Golf Course (Paul) – Nothing was reported

Grayling Township (Shannon) – Nothing was reported

XV. Public Comment –

Doug Paulus commented on the 4- mile road project (Meijer's), he believes nothing is going anywhere

XVI. Committee Member Comments

Bennett – Requested an updated list with board and committee members.

McIsaac – Thank you all.

XVII. Correspondence - None

XVIII. Adjournment

17-033

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 7:40 PM.

Kimberly Murphy
Deputy Clerk