

**RECORD OF
DOWNTOWN DEVELOPMENT AUTHORITY/GRAYLING MAIN STREET
PROCEEDINGS REGULAR MEETING HELD ON THE DAY 21st OF
SEPTEMBER 2017
1020 CITY BOULEVARD, GRAYLING, MICHIGAN**

I. Meeting called to order by Chairperson McIsaac at 6:33 P.M.

II. Roll Call

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

Members Absent: Shawn Abraham, Timothy Rombach, Shannon Sorenson and 1 Vacancy

Also in Attendance: Erich Podjaske, Erica Blair, Karl Schreiner, Rae Gosling and Kimberly Murphy, Deputy Clerk

III. Public Comment

Erich Podjaske gave an update on Project Rising Tide; he said we are graduating from the program. Sometime in November we will be making the announcement, waiting on a date from the Governor’s office.

IV. Approval of Agenda

17-040

Moved by Bennett, seconded by Crandall to approve the agenda as amended:
Add under New Business DDA, B. LCC-Special License Application Oct7, 2017
Funky Fish, C. Tree Planting
Ayes: 5, Nays: 0, Abstain: 0, Absent: 3, Vacancies: 1, motion carried.

V. Approval of Consent Agenda

A. DDA/GMS Meeting Minutes for August 17, 2017

17-041

Moved by Bennett, seconded by Steffen that the Consent Agenda be approved as presented:
Ayes: 5, Nays: 0, Abstain: 0, Absent: 3, Vacancies: 1, motion carried.

VI. Treasurer Report

A. Revenue/Expenditure Report thru August 2017

September 2017 – Treasurer’s Report- sent from Sorenson

1. Update on Paddle Battle Work Plan (Stacy)
Rae handed out the work plan that showed the revenue and expenditures, she went over with the board. Stacy inquired about the food that was donated, Rae stated that the food was donated; it is considered an in-kind donation which have no monetary value and will be noted on the event
2. Need clarification on Revenue/Expenditure:
 - a. Organization spending \$272.50? **Rae stated this was for Volunteer Shirts**
 - b. -\$570 under Design. Shows a credit. Please explain? **Rae said this was a credit because we were charged twice for banners**
3. The Garden Club donated approx. \$865 (need clarification on exact amount) last fiscal year to the Design Committee for Trees for downtown that needs to be moved from the general fund to Design Committee specific for the purchase of the trees in spring, 2018. **Rae stated that there was indeed a donation and we would have to ask Lisa.**
4. Shannon working on Community Grant from Huntington for possible Bike Racks (\$5,000-\$7,000).

17-042

Moved by Crandall, seconded by Bennett that the Treasurer’s report be approved as presented:

Ayes: 5, Nays: 0, Abstain: 0, Absent: 2, Vacancies: 1, motion carried.

VII. City Manager Report

City Manager Baum stated nothing new pertaining to DDA/Mainstreet. MDOT is working on a pedestrian crossing in front of the Nature Center; we have been working on this project for a year or so, this will be a formal crossing marked for pedestrians, as far as Baum knows there will not be any lights.

VIII. Main Street Manager Report

A. Main Street Manager Report

Rae went over her report with the board

BY THE NUMBERS:

Donations collected - \$290 (\$51 passive, \$239 Design)
Volunteer Hours - 166 (non-event), 156 (event related)

Façade improvement recorded – 0
Building Rehabilitation/improvements interior – 0
Building Sold – 0
Businesses closed – 0
Businesses Opened- 0
Training attended – Strategy Development, Main Street in Practice
Events hosted – Main Street Monday (1), Main Street in the Museum (4), Put a Ring on It
Volunteer Engagement, Paddle Battle

Accreditation Criteria -

- 1) Broad-based community support – We continue to build support through the weekly column, Main Street in the Museum. Main Street in the Museum season is coming to an end, and Main Street Monday has been discontinued. VISTA has begun evaluating our partnership/sponsorship programming and will soon begin developing a revised system for communication, engagement, and funding building. Alternative opportunities should be considered for better community support building in the slower months of winter.
- 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. Completed “Director’s Cut” of our first fully executed event is available.
- 4) Historic Preservation ethic –Main Street is in the Museum on Thursdays. Design committee has recently been engaged in researching Design Standards that will emphasize a historic preservation ethic in rehabilitation and new construction in the downtown area.
- 5) Active Board and Committees – August saw a large number of volunteer hours, unfortunately they are confined to a relatively few number of participants. We certainly have opportunities for improvement here but it is not a lost cause. Organization did not meet in August.
- 6) Adequate operating budget – There is still an ongoing discussion regarding TIF districts and special assessments for the district with technical assistance consultants provided by Project Rising Tide. This criterion is an element of the VISTAs VAD (VISTA Assignment Description). As previously stated, in criteria one, VISTA has begun evaluating programming related to donors/sponsors/partners and in the coming months provide recommendations.
- 7) Paid professional program manager –I am still employed as the program director.
- 8) Ongoing training – We hosted Michigan Main Street twice in August, once to be trained and once to participate in training other communities.
- 9) Report key statistics – Reported monthly statistics, 9/10/17
- 10) Member of National Trust Main Street Network – membership renewed 3/20/17

Monthly Narrative -

At the request of a Board member, I am providing a slightly more diverse perspective of my doings for the month of August in a narrative style report, as was previously provided. While many of my actions from day to day are easily captured within the criteria, there is certainly some nuisance to the position and tasks that arise. This will include event and training details, as well as any particularly notable meetings and developments.

In August, we hosted our first major event of the fiscal year, Paddle Battle. Attached you will find the notes from the discussion at the debriefing meetings held the week following the event. This year we had fewer paddlers and attendees, compared to the previous year. We were able to manage the budget in a far superior fashion, resulting in significantly less loss, but we did still lose money on the event. By the measure of success identified on the original work plan this event was not a success. Although, when considering other aspects of the event it was not too shabby.

I received an invitation to join Erich and Traci at a training in Howell, on October 4th and 5th, Connecting Entrepreneurial Communities. CCEDP is covering their registration fees, hotel cost, and fuel. I am welcome to join Traci in her room, if we are interested. Registration is \$85, if done this week. Due to the decreased expense of this most recent quarterly trainings, as many expenses were covered by National, we have some flexibility in the training budget. **The consensus of the board was they support this.**

Rae also went over the Downtown Date Night Promotion. The Rialto Theatre wanted to work with Main Street to put together a quick promotion to highlight downtown. For less than \$50.00 we can give away Dinner and a movie, Rae stated it was very popular, the people really enjoyed it, we had over 1000 visitors to our Facebook page, it was shared and received lots of comments, this is something she would like to continue and we have the money in our promotions budget. She also would like to work with the Avalanche on a special promotion highlighting downtown businesses, spotlighting a business of the week with a banner on their website, ¼ page ad and a write-up about that business, Rae would like to utilize promotion money to pay \$50.00 towards this which is half of the cost.

We hosted Michigan Main Street in our community twice in August. First for a Strategy Development session, with a consultant to refine our vision and goals in alignment with the Main Street Refresh. Attached you will find the documentation provided following our session. This was also distributed via email. Second as the host site for Associate in Practice training for surrounding communities to experience a Main Street community as they themselves are considering progressing into the next phase of Main Street. We had a great turnout for the panel and the training was well enjoyed by those that participated. Many enjoyed visiting our community.

At the beginning of the month I was able to attend "Boss Lift" hosted at Camp Grayling. This was an informative and beneficial opportunity for me to gain understanding about the camp, as well as meet new people from our backyard and a little beyond.

We concluded our official time with Main Street in the Museum, as the museum officially closes for the season after Labor Day. It was a positive program and I strongly recommend we continue it next year. I saw on average, an additional 12 people per week, by being the first person they saw walking into the museum. While only a couple further engaged with me on Main Street specific topics, I would still consider it a worth-while endeavor, as a service to a Downtown business and for the few extra ears I filled with Main Street information.

We welcomed the new VISTA member, Erica Blair. She is off and running, now that her AmeriCorps training has slowed down. We also moved the office around. Kodiak Group was generous enough to donate a computer tower, keyboard and mouse. We purchased a new monitor and some necessary wires and got it up and running. Serious organizational overhauling was done and things are running a little smoother now

B. Grant Opportunities

Rae wasn't aware she was supposed to do this; she did go over some grant opportunities with the board.

She met with Jeff Gater with MCACA, they have some grants that are specific to DDA's and municipalities, 1 up to \$30,000.00, 1 up to \$4,000.00. Some mini scale grants and capital improvements grants.

National Association of Realtor's offer a place making grant up to \$5,000, you have to work in partnership with the Realtor's Association and we have to have an outline of our plan, and explain our expectation. Development of parklets, which are public spaces using parking spaces as seating platforms, this would be useful for us on the first two parking spots on Michigan Avenue particularly the 200 block that are dangerous to get out of during busy times, we could use this to construct a stand or portable platform for seating, or just chairs and umbrellas.

Susan from DEQ, specifically dealing with brownfield environmental studies

MDOT has some program & grants we could leverage for bike trails, walking paths, signage to help dress up our crosswalks.

IX. Unfinished Business - DDA

A. DDA Plan Update

Nothing new, Rae stated this was sent to this board for review, then to City Council for approval, before going to the State. McIsaac will look into this. Table until next meeting.

B. TIF Committee Update

Shannon sent notes from the meeting, and Crandall briefed the committee on what was talked about, Crandall said they came out of the meeting with homework, he will have more information for the board next month. Crandall also stated we have to have the City's buy in before this goes too far, because without their approval it won't work. The plan is to make the DDA more self-sufficient, which will take a while even with a TIF.

TIF Meeting, 530pm, Wednesday, September 20, 2017
Tim R., Paul and Shannon in attendance.

Agenda

1. Overview of TIF and Funding Sources
 - a. 2 mil assessment
 - b. DDA TIF
 - c. PSD
 - d. Special Assessment

Outcome

2. Research on process –
 - a. Paul to set up time with Chris/City Assessor

- b. Tim more research of TIF process
- c. Shannon will research immediate funding sources for next 5 years.

Needs

- 1. One more Committee Member from DDA District
- 2. Ultimate Funding Source for long term (entire increment of TIF)
- 3. What will help us immediately
- 4. Brownfield component
- 5. Do we have City support on creating a TIF for DDA?
- 6. What is the process to establish TIF?

C. DDA/GMS Inclusion Strategy

Steffen went over his idea of an inclusion strategy plan which was handed out to the board. He would like feedback. His plan is to include communications with the whole DDA District not just the core. Erica will be helping out with this since this is part of her VAD; she will come up with an outline marketing plan strategy and bring back to this board.

X. New Business - DDA

A. New member – Shawn Abraham - Feeny Ford

Baum stated he had a prior engagement so he couldn't make this meeting.

B. Special License Application – October 7, 2017 Funky Fish

McIsaac stated that we need approval for the Funky Fish beer tent on the 100 block from this board.

17-043

Moved by Steffen, seconded by Bennett to waive the reading of the resolution for the Special License Application:
Ayes: 5, Nays: 0, Abstain: 0, Absent: 2, Vacancies: 1, motion carried.

17-044

Moved by Steffen, seconded by Bennett to approve the Special License Application for October 7, 2017 Funky Fish:
Ayes: 5, Nays: 0, Abstain: 0, Absent: 2, Vacancies: 1, motion carried.

C. Tree Planting

Baum said we have had some discussion on tree planting happening in the spring, it was brought to his attention that the best time to plant new or young trees is in the fall. Rae stated they are looking at next fall, they didn't budget for this and they need to work plan, her recommendation is to wait until next year. We need to look at the best type of trees, ones that are resilient to salt. Erica Blair stated maybe doing a go fund me or some type of community fundraisers, Baum stated that looking at a bigger project would be to include self-watering lines. McIsaac will pass this information along to the Design Committee as well as the possibility of fundraising ideas.

XI. Unfinished Business – Main Street

A. Project Rising Tide Strategies

1. **Dated Downtown Businesses** – McIsaac said Flowers by Josie and Ron's Fly Shop paved the lot behind their buildings, looks really nice.
2. **Lack of access to Capital** - None

B. Employee Manual Changes Review from City Attorney

Still waiting on recommendations from City Attorney.

C. Accreditation – Update

Rae stated no update

XII. New Business – Main Street

A. Manager's mid-year review

Baum stated he was really confused because we just did this in June, he didn't reply the email because he thought this was already done. Steffen didn't know if there was a satisfactory outcome to that. McIsaac said her understanding was that this was a mid-year review. Baum thought we were doing annual reviews, by-laws say April. Crandall thought she was supposed to get a 6-month review and then an annual review. McIsaac asked that the next time there is concerns she would like them addressed prior to the meeting. Baum thought we were supposed to come up with strategies for Rae and he wasn't sure if that was completed. Rae didn't think this has been fully addressed. McIsaac will get with Shannon and see where we left off; the Deputy Clerk will look back on the minutes as well.

XIII. MS Committee Reports

Organization – Bennett said they had a meeting on Tuesday, it was Erica, Jo and Betty, the full committee has not met, hopefully next month. McIsaac has been talking to local customers and hopefully we will see an increase in members.

Design – Rae stated business as usual, working on the bike racks and clock projects.

Promotion – Erica Blair stated they are working on events. Still looking for a Chair. They are working on an idea for a new product line with our logo such as water bottles, shopping bags.

Economic Vitality – PRT did not meet this month.

XIV. Community Meetings Update

CCEDP/Rae – Meeting monthly

Missing Middle/Stacy – No meeting

Blight/Stacy – McIsaac said they are having a Community input session Wednesday, September 27, 2017 at 7:00 PM-9:00 PM at the Nature Center. Steffen said they need to come up with a new name not blight, helpful not hurtful committee. McIsaac said they have come up with a new name.

Camp Grayling/Stacy – Did meet, they are working on a complete change over with operations.

Northern Market/Rae, Tim – Rae said they are having property situation struggles.

4 Mile Businesses/Tom – Tom stated they created a 501C3. They are looking for grants. They are working with the local communities, seeking positions on different boards so they can assist in getting new businesses. They still have great hope. October 11, 2017 is the 4-mile visioning session.

Golf Course/Paul – Erich stated that he and Kristy from Beckett & Raider presented their idea to the large board; the board does not want to alter the course but was open to the idea of possible ways to put up housing on the course. Crandall asked for Podjaske to please keep him more included with these meetings so he can attend.

Grayling Township/Shannon – Nothing to report, Shannon not present

GPA/Betty, Stacy & Rae – McIsaac said that Betty did a phenomenal job. They are working on Harvest Fest Craft Show, Festival of Trees and the Christmas store on the 100 block of Michigan Avenue. McIsaac said that Betty did a great job putting the word out that we need volunteers.

XV. Public Comment – None

XVI. Member Comments

Bennett asked about the Canoe launch, Baum stated that we are still waiting for a decision from the State Police Crime Lab, concerns with security. MEDC is waiting to award us the grant.

Baum apologized for not being in the loop, working on his house, started with a roof leak and turned into a complete remodel.

XVII. Correspondence - None

XVIII. Adjournment

17-045

Moved by Steffen, seconded by Crandall to adjourn the meeting:
Ayes: 5, Nays: 0, Abstain: 0, Absent: 2, Vacancies: 1, motion carried.

Chairperson McIsaac adjourned the meeting at 8:18 PM.

Kimberly Murphy
Deputy Clerk