

**RECORD OF  
DOWNTOWN DEVELOPMENT AUTHORITY/GRAYLING MAIN STREET  
PROCEEDINGS REGULAR MEETING HELD ON THE  
18<sup>th</sup> DAY OF JANUARY 2018  
1020 CITY BOULEVARD, GRAYLING, MICHIGAN**

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**I.** Meeting called to order by Chairperson Rombach at 5:08 P.M.

**II. Roll Call**

Members Present: Shawn Abraham, Doug Baum, Betty Bennett, Tim Chilcote, Paul Crandall, Timothy Rombach

Members Absent: Thomas Steffen (Present 5:10), Erich Podjaske (Present 5:12) and 1 Vacancy

Also in Attendance: Rae Gosling, Erica Blair and Kimberly Murphy, Deputy Clerk

**III. Public Comment - None**

**IV. Approval of Agenda**

18-001

Moved by Bennett, seconded by Baum to approve the agenda as presented:  
Ayes: 6, Nays: 0, Abstain: 0, Absent: 2, Vacancies: 1, motion carried.

**V. Approval of Consent Agenda**

A. DDA/GMS Meeting Minutes for December 14, 2017

18-002

Moved by Bennett, seconded by Abraham that the Consent Agenda be approved as presented:

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

**\*\*Thomas Steffen present 5:12**

**VI. Treasurer Report**

A. Revenue/Expenditure Report thru December 2017

Gosling stated no official report for December. One donation for \$300.00. Gosling spoke briefly about the fund balance from previous years, and the end of June 2017 we had \$28000.00 in fund balance, this has seen some flucations up and down from

the inception of Main Street, and we are presently under what our Main Street Program started with. She suggests we get better organized with events and watch them carefully.

Rombach added that we are losing less money every year and that we are not running our events appropriately. It is so important we chase down every line of revenue we can.

Abraham shared with the board that he has the ability to host an event through Ford called "Drive for your Community" this is an event we could do with little investment and raise up to \$6000.00. The consensus of the board was for Abraham to get with Gosling and register us for this event to be held sometime in the spring. He isn't sure if we would qualify as a DDA but he can try.

**\*Erich Podjaske present 5:12**

## **VII. City Manager Report**

Baum spoke on the meeting he had with NEMCOG regarding the Trail Town Mini Grant the City was awarded, preliminary discussions on how we want to organize this project to move forward. The grant was for technical assistance to put our Master Plan to use. Their plan is to hold focus group meetings with restaurants, motels and those types of businesses that attract trail users whether it is water, bike, ORV, snowmobile or equestrian trails and come up with a marketing plan on how we get our Community wrapped around the idea that we are a trail town, working with these businesses to educate staff that we are a trail town and be able to offer this information to their customers. They will work with different groups on how to make our businesses friendlier to these trail users and work with trail groups to make our trails better.

Baum mentioned we have been awarded Grants dealing with Trails. The City, Grayling Township and Crawford County have partnered together for a DNR Recreation Grant to bring the Iron Belle Trail from Kirtland into the City and end at the Northern Market. Still waiting on the other piece of that from MDOT.

The City's Parks and Recreation Committee wrote for a recreation grant for a trailhead behind the Fire Department next to the Skate Park they partnered with the Road Commission, this will include parking and restrooms for the trail users.

PRT has been awarded the Public Canoe Launch behind the MSP Crime Lab Post.

City Council has approved to move forward with Crawford County Brownfield Authority on the Northern Market and Sawmill, cleanup of hazardous ground contamination and some Abatement.

Bennett asked if a report could be made available to make people aware of what we are accomplishing. Podjaske has come up with a short list of grants in the Community, Baum would like to put together a more comprehensive list of what

Crawford County as a Community has received and are working on to be shared in the newspaper or social media.

Rombach will write a support letter from the DDA/GMS. Baum also said to keep the art of recreation Logo in mind as we develop the trails for possible signage with our logo.

### **VIII. Main Street Manager Report**

By the Numbers:

Donations collected - \$300

Volunteer Hours – 95

Façade improvement recorded – 0

Building Rehabilitation/improvements interior – 0

Building Sold – 0

Businesses closed – 0

Businesses Opened- 0

Training attended – 0

Events hosted – 0

Accreditation Criteria -

- 1) Broad-based community support – Area for improvement, no further remarks for December 2017.
- 2) Developed mission and vision statements – Mission and Vision statements are documented.
- 3) Comprehensive work plan – Acting Chairperson Tim R worked to cultivate a recent volunteer recruit to assist with work plan assessment and revisions. We have re-scheduled the final phase of Refresh with Michigan Main Street to align our current programming with our goals, and identify an implementation strategy.
- 4) Historic Preservation ethic – 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 – December is a historically a slow volunteer activity month. The activation of committee chairs in November provided some direction in December. Not meetings were held, but community can was had with committees via email. Board meeting was conducted.
- 6) Adequate operating budget – There is an ongoing discussion regarding TIF districts and special assessments for the district, as well as district expansion. Progress is being made. This criterion is an element of the current VISTAs VAD (VISTA Assignment Description). Additional suggestions for revenue generation have gained momentum, including co-operative purchasing and property management opportunities. See Treasurer’s Report for further budget details.
- 7) Paid professional program manager – I am still employed as the program director.
- 8) Ongoing training – No training in December.  
2018 Training Schedule:   March 26-28, National Conference  
  June 4-5, Quarterly Training in Niles  
  October 8-9, Director’s Retreat!
- 9) Report key statistics – Reported monthly statistics, 1/10/18, annual report finalized in December.
- 10) Member of National Trust Main Street Network – membership renewed 3/20/17

Narrative –

December, as usual was a slow month. The year in review letters were completed, packaged, and mailed. We received one contribution check, from a donor who had not contributed for two years, but is now more confident in our program, so she wanted to make it right.

During the Manager's Call with MMS I learned about a program being developed to crowdfund small businesses. It would be a loan funded by the community, and matched by MEDC. This project is being developed as a partnership between MEDC and SBDC, it is not public yet, but MMS staff are looking for pilot participants.

All National attendees are registered.

Erica Blair spoke on her Pitch Competition – Shark Tank, MEDC recruitment of money. She went over the Phone-a-thon and she also needs a chairperson, Abraham will help work session.

## **IX. Unfinished Business - DDA**

### **A. TIF Committee Update**

Erica Blair and Rombach met with the City Assessor and got the breakdown from the millages that are applied to the DDA District. We are still waiting on list of properties for the expansion. Rombach said through his article that he wrote he did receive a response from Richard Carlisle that owns a Planning Company and has offered their services Pro bono, they are TIF experts, authority experts and they have a lot of experience. Erica and Rombach are still working on providing Mr. Carlisle with our specifics.

### **B. Procedural Issues Update**

Rombach stated that our work plans are in a state of disarray, we have resolved to minimize our events to 3 or 4, and of course we will still have projects. Rombach has passed out Event Planning packets with checklists. If we can't show that we can generate some revenue and have volunteers to staff the event then we aren't approving the work plan and we are not doing the event. We need to make up a comprehensive checklist. Gosling said we need to treat our work plans as a guide.

### **C. Support Letters**

Rombach still is working on these. Erica gave Rombach some drafts and it wasn't really what he was looking for. He noticed that the GMS Plan needs to be updated on the City's website. The intent for these letters is to remind donors that we are here and what we are doing. Before they get sent out this board will have a chance to look at them. Table for now.

### **D. Purchase & Acquisition Work Plan**

Baum stated that Organization is working on this.

**E. Per Diems for Trainings**

Table for now

**F. Sub-Committee Meeting Times & Locations**

Rombach said that Bill Gannon stated we could use his facility; Rombach needs to coordinate with Denise. Next Meeting is tentatively at 10:30 at Bears Den, Tuesday January 23, 2018. Gosling will post the location change.

**X. New Business – DDA - None**

**XI. Unfinished Business – Main Street**

**A. Project Rising Tide Strategies**

- 1. Dated Downtown Businesses – No update**
- 2. Lack of access to Capital – No update**

Baum stated that Vargo contacted him regarding the Trust Fall building and they he has all the permits done for demolition and will start as soon as they have a nice day.

**B. Employee Manual Changes Review from City Attorney**

Baum was supposed to meet with City Attorney this morning but it got rescheduled. Table for now. Bennett would like to see this speed up. Rombach said he would be fine if we mimicked the City Employee Manual.

**C. Accreditation – Update**

Mentioned in the Main Street Managers report, remove from the agenda and keep in the Managers report.

**\*\*Thomas Steffen left at 6:40 PM**

**D. Additional Work Plan Discussion**

Covered in procedural Issues and will be discussed at the work session. Baum asked about the trees work plan and the watering, he would like himself and DPW to be a part of that. Erica Blair is working on this work plan and funding sources.

Steffen is still very interested in working with Main Street as far as property management under the Organization Committee. MEDC will work on this as well.

**E. Letters of Support Discussion**

Discussed in other Letters of Support above. Collaborative effort with Roscommon as far as Housing, and redevelopment aspects in our towns, we could work together for additional funding on the state level. Baum stated this could be fostered through the RPI and stated this is a great idea.

#### **F. Committee Assignments**

Rombach stated we have an Organization Committee, we have EV through the PRT, Gosling stated we have a Design Committee chaired by Tom Steffen. Gosling also said Promotions and Organization are closely related, maybe having Organization be both right now.

#### **XII. New Business – Main Street - None**

#### **XIII. Committee Reports**

Design – Gosling did a letter of interest for a grant for up to \$10,000.00 for bike racks. Their next meeting is Friday, January 19, 2018 via call in.

#### **XIV. Community Meetings Update**

**CCEDP** – Gosling stated they spoke a lot on Aurraco; they have had a couple of job fairs. They are really working hard to hire quality personnel. They hope to hire 190 production personnel by the end of April. Crawford County Road Commission applying for another grant, proposed extension of Industrial Road connecting to 4-mile road. They also spoke on PRT updates.

**Missing Middle** – Baum met with Senator Booher last week and they talked about the missing middle and working on incentives with MSHDA with developers for middle income housing not just low income. They are looking to have a phone conference with the Director of MSHDA. This was discussed in the Developers Summit and this was definitely a concern.

**Blight** – Baum said they applied for a grant, although it was applied for the wrong region. This was sent back to the Committee. Discussed land bank options.

**Northern Market** – Baum said they met with MSU, officially underway with feasibility study for the Northern Market as well as the Community Center. Dan Bonamie contacted Baum stating he is interested in a home for his wrestlers.

**4 Mile Businesses** – Rombach spoke with Bob Koutnick and he is interested in joining the 4 Mile Corridor Collaborative efforts.

**GPA** – Bennett said they are moving along. Vote for GPA organization of the year. Erica and Rae will give a presentation on Main Street at their next meeting.

#### **XV. Public Comment -**

**XVI. Member Comments**

Bennett reminded the board to attend the Chamber Gala on March 2, 2018.

Rombach stated he wanted to change the May 17, 2018 date to May 24, 2018. Post phone-a-thon for February 8, work session date at 4:00 PM

Abraham stated he will get with Gosling regarding the Drive for your Community Event.

**XVII. Correspondence**

**XVIII. Adjournment**

18-003

Moved by Bennett, seconded by Abraham to adjourn the meeting:  
Ayes: 6, Nays: 0, Abstain: 0, Absent: 2, Vacancies: 1, motion carried.

Chairperson Rombach adjourned the meeting at 7:23 PM.

Kimberly Murphy  
Deputy Clerk