

**RECORD OF
DOWNTOWN DEVELOPMENT AUTHORITY/GRAYLING MAIN STREET
PROCEEDINGS REGULAR MEETING HELD ON THE
15th DAY OF FEBRUARY 2018
1020 CITY BOULEVARD, GRAYLING, MICHIGAN**

I. Meeting called to order by Chairperson Rombach at 5:22 P.M.

II. Roll Call

Members Present: Shawn Abraham, Betty Bennett (arrived at 5:08), Tim Chilcote, Paul Crandall (via phone), Timothy Rombach (arrived at 5:22), and Erich Podjaske (arrived at 5:15)

Members Absent: Doug Baum, Thomas Steffen (arrived at 5:41) and 1 Vacancy

Also, in Attendance: Rae Gosling (arrived at 5:22), Charly Mathews and Lisa Johnson; City Clerk/Treasurer

III. Public Comment - None

IV. Approval of Agenda

18-004

Moved by Bennett, seconded by Abraham 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 January 18, 2018

18-005

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.

VI. Treasurer Report

A. Revenue/Expenditure Report thru January 2018

B. Treasurers Report

January Financial Activity:
No unusual expenses, total expenditures = \$4,323.75

Revenue= \$4,640.00

I made an inquiry with the City Clerk regarding retirement contributions for previous employees. She said the money is in an account with MERS that is accessible and can be applied to the current employee retirement in lieu of a draw against our account until the balance is expended.

VII. City Manager Report

No Report-was excused from meeting.

VIII. Main Street Manager Report

By the Numbers:

Donations

collected -

\$4640.00

Volunteer

Hours -

121

Facade improvement recorded - 0

Building

Rehabilitation/improvement

interior - 0 Building Sold - 0

Businesses

closed - 0

Businesses

Opened - 0

Training attended -1, VISTA

Supervisor Webinar Events

hosted - 1, Pop-Up In

Downtown Grayling

Accreditation Criteria -

- 1) Broad-based community support - January was a good month for drumming up support and showing off a little. Diversified social media interactions seem to be drawing some new attention. "Pop-Up In Downtown Grayling" drew good crowds and positive reactions, good social media interactions, and garners some feedback from the community. Started presenting annual report information to local stakeholders and major contributors, this campaign will continue for several months. This continues to be an area for improvement but we do seem to be gaining some ground.
- 2) Developed mission and vision statements - Mission and Vision statements are documented.
- 3) Comprehensive work plan - 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. We hosted two sub-committee meetings to discuss upcoming events.
- 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. Ongoing design services.

- 5) Active Board and Committees -January saw the reactivation of the Organization committee. Promotions is still in a lull, but is somewhat being incorporated into Org and event committees. Design did not have a meeting, but progress was made on grants for bike racks. Board meeting was held as scheduled with quorum.
- 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 VJSTAs 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-January training was VISTA supervisor specific, regarding upcoming changes to the on-boarding of the next VISTA member (which we are projecting avoiding by maintaining our current VISTA member in our service.
- 9) Report key statistics - Reported monthly statistics, 2/90/18, annual report finalized in December.
- 10) Member of National Trust Main Street Network - membership renewed 3/20/17

Narrative - We made it through the 67 days of January! Congratulations everyone!

January was a good month. We received more than \$4,000.00 in annual pledges. The annual review letter that was distributed was well received and clearly encouraged folks to send in their contributions. Next in that process is the firm ask, accompanied with a specific call to action, and reminder that we will be following up with folks to continue their support of our program and efforts.

We hosted/sponsored our first "Pop-Up In Downtown Grayling" vendor and it was a smashing success!!! The vendor, Melissa, sold out of her delicious cupcakes 3 out of 4 days! She could not keep up. We were able to garner some feedback from resident about businesses they would like to see, including the return of Melissa and her treats, as well as gain some new followers on social media and revive some enthusiasm in our program and the 100 block. It was well worth the staff time put in, and the minimal expense from printing (in- house, and by a Tim/ATC). I am looking into additional information regarding insurance and work planning the "event" so we could potential have a volunteer that spear-heads future events, and has a lower impact on staff time.

Paddle Battle work plan made GREAT progress in January, and into February we were able to nail down 4 committee members to begin planning and have a spectacular event that **MAKES US MONEY!**

Accreditation, as outlined above, is looking more and more favorable every month. We still have some major hurdles to overcome, primarily a convincing argument for our financial sustainability, but we are on a good track for most of the other criteria points.

During January several projects came together and got on the calendar. PRT projects including: a community engagement session, the graduation ceremony, and Developer Day 2.0 with a downtown focus. Many of these were mentioned at the January Board meeting to reduce delay in communication. Erich and I engaged with RRC, CAT, and MMS staff to receive and review market data in preparation for Developer Day, as well as began preparing our conference presentation for CEDAM, it is shaping up nicely. The market data was distributed via email during January.

I was able to provide a dedicated service to the Rialto Theater and assist them in the creation of marketing materials for their Valentine's Day special partnership with Margarita Bar and Grill.

I participated in a conversation with MMS staff, regarding technical services that could be beneficial to our program and community. Previously, MMS would offer a selection of service that communities would submit an application for, and the MMS team would determine who would receive them based on the interest from the community (submitted application). They are changing the process to make sure they are providing each community with the service it needs most. We will be hearing back from them in the coming months with suggested services that will be available to us, based on the feedback I provided, and the monthly reporting that is submitted.

We scheduled applying for the Drive 4 UR Community fundraiser in January. Due to technical difficulties, on Ford's end, that application was delayed into February, but has been completed, we are pending a response from Ford on if our event was approved.

Member Abraham was asked what the grant was for. He said computer infrastructure and signage.

Member Rombach mentioned 2 grants were applied for through Design for \$10,000 each and one other grant option is available for up to \$800.

Gosling; MainStreet Manager mentioned the PRT graduation took place today and the Governor was in attendance.

IX. Unfinished Business - DDA

A. TIF Committee Update

Rombach he and member Steffen are working on items and funding opportunities.

B. Procedural Issues Update

Rombach feels this has been addressed and just needs something in writing.

C. Support Letters

Gosling; MainStreet Manager submitted drafts.

D. Purchase & Acquisition Work Plan

Crandall mentioned he may be in Grayling the week of the 25th to work on this.

E. Per Diems for Trainings

Table for now

F. Sub-Committee Meeting Times & Locations

Steffen arrived at 5:41

Meetings are held at Bears Den every Tuesday at 10 am.

X. New Business – DDA - None

XI. Unfinished Business – Main Street

A. Project Rising Tide Strategies

1. Dated Downtown Businesses

Gosling; MainStreet Manager gave an update on 3 projects for Design Services.

2. Lack of access to Capital – No update

B. Employee Manual Changes Review from City Attorney

Rombach mentioned he had a meeting with City Manager Baum and City Clerk/Treasurer Johnson and the City Attorney recommended that the Manager fall under the City's Employee manual, since she is technically paid by the City under the DDA/GMS budget. He wondered why there is an employee manual for one employee.

18-006

Moved by Podjaske, seconded by Abraham approve that the MainStreet Manager follow the City's Employee Manual as of July 1, 2018 and eliminate the current DDA/GMS employee manual.

Ayes: 7, Nays: 0, Abstain: 0, Absent: 2, Vacancies: 1, motion carried.

C. Accreditation – Update

Mentioned in the Main Street Managers report.

General Discussion took place on different items concerning the Accreditation.

D. Additional Work Plan Discussion

Gosling, MainStreet Manager recommended the work plans be submitted for the April meeting to be reviewed and approved.

E. Letters of Support Discussion

General Discussion took place

F. Committee Assignments

Will come with approved work plans.

XII. New Business – Main Street

A. Change Date of April 19 meeting to April 18th.

18-007

Moved by Abraham, seconded by Steffen to change the date of the April meeting to Wednesday April 18, 2018.

Ayes: 7, Nays: 0, Abstain: 0, Absent: 2, Vacancies: 1, motion carried.

B. Review of Hard-Ask Donation Letters

Rombach asked for comments

No changes were made.

Rombach asked that at the March 7th at 4 pm at City Hall's work session, phone calls would be made on support letters.

XIII. Committee Reports

Steffen discussed that a clean up would be held in June and more information would be coming.

Gosling; MainStreet Manager explained she talked with GPA on their concerns with MainStreet reporting investments and that MainStreet wasn't taking credit for them. It is just how they have to report what's all happening in Grayling. It is only for information only in the reporting to Michigan MainStreet.

She also explained that the Stearing Committee and PRT Committee are each contributing funds for the next event and that the Chamber was also contributing and asked if the board/members wished to contribute.

Podjaske, Bennett, Steffen, Abraham said they would each contribute \$25.

Rombach mentioned that ATC would contribute \$100.

Chilcote that he felt he was being pressured into contributing and said he would not contribute.

XIV. Community Meetings Update

None

XV. Public Comment - None

XVI. Member Comments

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

XVII. Correspondence

XVIII. Adjournment

18-008

Moved by Bennett, seconded by Abraham to adjourn the meeting:
Ayes: 7, Nays: 0, Abstain: 0, Absent: 2, Vacancies: 1, motion carried.

Chairperson Rombach adjourned the meeting at 6:42 PM.

Lisa K Johnson
City Clerk/Treasurer