

**RECORD OF
DOWNTOWN DEVELOPMENT AUTHORITY/GRAYLING MAIN STREET
PROCEEDINGS REGULAR MEETING HELD ON THE
21st DAY OF APRIL, 2020
1020 CITY BOULEVARD, GRAYLING, MICHIGAN**

Meeting was held via video conference for DDA/GMS Members and members of the General Public.

I. Meeting called to order by Chairperson Shaw at 10:08 A.M.

II. Roll Call (E = Excused; * = Late Arrival)

Members Present: Doug Baum, Erich Podjaske

Via Conference/Video Call In: Matthew Shaw, Paul Crandall*, Jill Tremonti, Jack Pettyjohn, Thomas Steffen, Shawn Abraham

Members Absent: Christine LaFontaine – E

Vacant Seats: None

Also, in attendance:

In Person: Recording Secretary; Deb Mead, City Clerk/Treasurer; Lisa Johnson

Via Conference/Video Call In: Main Street Manager; Rae Gosling

III. Public Comment - None

IV. Approval of Agenda

Discussion took place on the Agenda.

20-019

Moved by Podjaske, seconded by Baum to approve the Agenda as amended:

Add under New Business, Item C.: Approve proposed 2020-2021 Budget.

Roll Call Vote

Ayes: Abraham, Baum, Tremonti, Podjaske, Pettyjohn, Steffen, Shaw

Nays: 0

Abstain: 0, Absent: 2, Vacancies: 0,

Motion Carried.

V. Approval of Consent Agenda

A. DDA/GMS Meeting Minutes for March 12, 2020

20-020

Moved by Steffen, seconded by Baum to approve the Consent Agenda as presented.

Roll Call Vote

Ayes: Abraham, Baum, Tremonti, Podjaske, Pettyjohn, Steffen, Shaw

Nays: 0

Abstain: 0, Absent: 2, Vacancies: 0,

Motion Carried.

VI. Treasurer Report

A. Revenue/Expenditure Report through March 2020

Main Street Manager Gosling stated that there wasn't money being spent at the moment except for payroll and a couple of bare minimum items.

20-021

Moved by Pettyjohn, seconded by Abraham to accept and file the Treasurer's Report as presented.

Roll Call Vote

Ayes: Abraham, Baum, Tremonti, Podjaske, Pettyjohn, Steffen, Shaw

Nays: 0

Abstain: 0, Absent: 2, Vacancies: 0,

Motion Carried.

VII. City Manager Report

City Manager Baum gave the Board a status of the City. Baum stated that everyone is working when scheduled and that no one was off sick. Baum stated that they are not in crisis mode at this time.

Baum informed the Board that he had spoken with Marianne Ferrigan about the Great Northern Art Explosion through the Art Gallery. Baum stated that Ferrigan would like to partner with another organization to host or cohost an event, possibly with Harvest Festival. Main Street Manager Gosling stated that they could discuss this further in the meeting with the Recovery Strategy.

VIII. Main Street Manager Report

A. Monthly Report

Main Street Manager Gosling stated that the quarterly training and the national training had been canceled this year due to the pandemic.

Gosling stated that she has been on phone conferences with Michigan Main Street at least 2 calls a week and National Main Street at least 1 call a week during this time.

Gosling talked about other cancelations around the community, and also talked about moving the Paddle Putt-Putt out to a later date.

Gosling stated that she is concerned for the program with what they have done downtown for the last 6 years and what it entails for the summer.

Gosling did state that she is trying to collect resources to help with the downtown businesses.

IX. Unfinished Business – DDA/Main Street

A. DDA District Expansion/TIF – No Report

B. TIF

Main Street Manager Gosling stated that she had been doing some research on TIF in other communities.

C. State of Properties – No Report

D. Do or Die Donor Development Work Plan – No Report

E. Main Street Manager's Office

Nothing new to report at this time.

***Paul Crandall joined the meeting at 10:30 am.**

X. New Business – DDA/Main Street

A. Transformation Strategy – Redirect for Recovery

Main Street Manager Gosling talked about a new strategy for the downtown area and how they could shift the focus for downtown.

Gosling stated that they could do a shift off of Promotions and go more into Economic Vitality. Look into what programming there is for the businesses and maybe focus on art and recreation.

Member Pettyjohn asked how to address the businesses that need the help. Main Street Manager Gosling stated that the Board can ask the businesses but that does not mean they will respond; it has happened in the past. Gosling stated that the Board could put together a survey with a list of questions to send out to the businesses downtown.

Gosling informed the Board that 2 businesses downtown have set up for online ordering during this difficult time.

B. Event Cancellations and Postponements

Main Street Manager Gosling informed the Board of a lot of events around our area had been canceled.

Gosling stated that the River Festival Committee had not met yet and that there were a lot of safety concerns with the festival this year.

Gosling stated that Paddle Putt-Putt should be shifted from next month to a later date.

Gosling stated that the Ford Drive 4 UR Community has been postponed.

Gosling discussed the Harvest Festival and the reservations that she has on it. Gosling stated that she does like the idea of partnering with other organizations for the event, like River House Chili Cook Off and the Art Explosion.

C. Approve Proposed 2020-2021 Budget

Discussion took place on the proposed budget.

City Manager Baum informed the Board that the Michigan Treasury will have up to a 50% cut in revenue sharing for the communities.

Baum also informed the Board that there was a spending freeze within the City and to look at the budget very closely.

Main Street Manager Gosling stated that the projects/events would have to pay for themselves in order for them to even happen.

Gosling stated that this year's budget should be cautious and to focus energy on businesses being viable to recover from the pandemic.

Vice Chair Steffen asked if there was enough money in the budget to leave the Main Street Manager on payroll. Gosling stated that there was enough in the budget to keep her on the payroll until the end of 2020, as long as there wasn't a reduction in contributions.

Discussion took place on TIF funding in other communities and why there wasn't a TIF in place for our community. Member Podjaske explained about what TIF is and the timing that is associated with that. Gosling explained how it could mess with revenue for the City as well.

City Manager Baum stated that at this time the City was planning on budgeting the full contribution for DDA/GMS.

Baum recommended not budgeting for events at this time, if the events can cover itself then a budget amendment can be made. Baum encouraged the Board to look over the budget and reduce to what you absolutely have to have, and make a motion to that effect.

20-022

Moved by Steffen, seconded by Tremonti to adjust the budget to keep the Main Street Manager on salary, regardless of other events.

Discussion took place on holding a work session with the Executive Committee on the budget. Work Session to take place on April 22, 2020 at 12:00 pm via video conference.

Roll Call Vote

Ayes: Abraham, Baum, Tremonti, Podjaske, Crandall, Pettyjohn, Steffen, Shaw

Nays: 0

Abstain: 0, Absent: 1, Vacancies: 0,

Motion Carried.

XI. MS Committee Report

A. Org Committee – No Report

B. Design – No Report

C. EV (Economic Vitality)/Promotions – No Report

XII. Community Meetings Update

- A. CCEDP** – None
- B. Blight** – None
- C. Camp Grayling** – None
- D. Northern Market** – None
- E. 4-Mile Businesses** – None
- F. Historical Museum** – None
- G. GPA** – None

XIII. Public Comment – None

XIV. Member Comments

Member Abraham: No comment.

Baum: Stay home and stay safe.

Tremonti: Stay safe.

Crandall: No comment.

Podjaske: No comment.

Pettyjohn: Asked Main Street Manager Gosling about economic recovery. Gosling spoke about a plan in place on slowly, safely opening. City Manager Baum stated following Governor's directives. Gosling informed the Board to look at a site on a strategy for reopening: Downtown Lansing Inc.

Steffen: Made a comment about getting a refrigerator tan.

Shaw: No comment.

XV. Correspondence – None

XVI. Adjournment

20-023

Moved by Crandall, seconded by Abraham to adjourn the meeting.

Roll Call Vote

Ayes: Abraham, Baum, Tremonti, Podjaske, Crandall, Pettyjohn, Steffen, Shaw

Nays: 0

Abstain: 0, Absent: 1, Vacancies: 0,

Motion Carried.

Chairperson Shaw adjourned the meeting at 11:04 A.M.

Deb Mead
Recording Secretary