

REGULAR MAIN STREET DOWNTOWN DEVELOPMENT AUTHORITY MEETING
July 2, 2019

The Regular Main Street Downtown Development Authority Meeting was called to order at 6:00 p.m. by Chairman James Granger.

Roll Call:

Present: Board Members Mallory, Bronson, Granger, Costin, Clare, Eckhart, Moulder, Lange, Herceg

Absent: Lindeman, Hillesheim

Also Present: Tom Eustice, City Manager and Kirsten Guenther, Main Street DDA Director

Review and Approval of April 30, 2019 Regular Main Street DDA Meeting Minutes:

Motion by Costin seconded by Mallory to approve the minutes of the April 30, 2019 Regular DDA Meeting.

Passed by unanimous vote.

Board Chair Granger stated the agenda would be changed to move the Election of Officers to the end of the meeting.

Consideration of 2019/2020 Budget:

- City Manager Eustice provided the Board with a recommended budget for the 2019/2020 Fiscal Year.
- Discussion held on the proposed budget and the process for approval.
- Discussion held on the Treasurer of the DDA position and how that position will work with Clerk/Treasurer Brown.
- City Manager Eustice stated that the Main Street DDA is still a governmental entity because there are tax funds and the Main Street DDA has to adhere to the accounting standards of a municipality.
- City Manager Eustice will provide clarification to the Board in regard to the DDA budget; this subject was tabled.
- Board Member Eckhart asked if the Board can view last year's audit. City Manager Eustice stated that he can provide that.

Board Member Clare left the meeting at 6:48 p.m.

Old Business:

Results from the Public Participation Forum – April 22, 2019:

- Main Street/DDA Director Guenther provided a report from the Public Participation Forum held on April 22, 2019.
- Ms. Guenther stated that each Board and Commission will receive the Public Participation subjects quarterly in an effort to keep the community input in front of each Board and Commission.

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New Business:

Consideration of a Resolution Authorizing Application of a Liquor License for the 2019 Downtown Cheboygan Music Festival and Rockin' Rivertown Ride:

Motion by Eckhart, seconded by Moulder, to approve a resolution authorizing application of a liquor license for the 2019 Downtown Cheboygan Music Festival and Rockin' Rivertown Ride.

Passed by unanimous vote.

Discussion of Main Street Organizational Structure:

- Main Street/DDA Director Guenther thanked the Board for completing the assessment surveys from the Board. She will forward the board surveys to Ms. Leigh Young from Michigan Main Street.
- The Transformational Strategy Identification Visit is scheduled for August 13 and 14. The full board should be in attendance. Main Street/DDA Director Guenther distributed the schedule for the visit. There is a Community Public Meeting with the Main Street Board present on August 13 from 6-8 pm. On August 14 there is a local leaders and stakeholders meeting from 8:30-10:00 a.m. and then the Board will meet from 10:00-11:00 a.m. The goal is to have these meetings at the Cheboygan Area Public Library.

Discussion of "Match on Main" Program and Consideration of Types of Properties Allowed:

- Main Street/DDA Director Guenther provided the requirements of the Match on Main program that allows grant funds up to \$30,000 maximum for businesses moving into underutilized buildings. The business must be new or expanding into underutilized buildings.
- Main Street/DDA Director Guenther stated that the business applying must work with the Small Business Development Center for development of a business plan. This step is designed to set the business up for success.
- Each Main Street community must identify what type of business they would like to see and that must be identified within the Transformation Strategy. Main Street/DDA Director Guenther stated that Cheboygan does not have a Transformation Strategy identified yet, but that does not exclude Cheboygan from applying; however the DDA must identify what type of businesses would be preferred.
- Michigan Main Street has \$250,000 designated for this program for the fiscal year, which ends in September 2019 and another \$250,000 designated for the next fiscal year.

Motion by Costin, seconded by Mallory, that until the Transformation Strategy is complete, the types of businesses that can apply to the Match on Main program will be Restaurants and Retail.

Yes: Granger, Costin, Clare, Herceg, Lange, Bronson, Mallory

No: Eckhart, Moulder

Absent: Hillesheim, Lindeman

Motion passes.

DDA Director Report:

- Main Street/DDA Director Guenther stated reported that she attended a PA 57 informational session relative to the new Tax Increment Financing Act. There are several things that need to take place before December including: updating the DDA website to include all minutes of board

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meetings, annual budget, annual audits, currently adopted development/TIF plan, all contracts, and also DDA staff contact information. The Authority must provide two information meetings open to the public to present the activity of the DDA. Main Street/DDA Director Guenther recommended that the first meeting take place prior to the September 2019 DDA Board meeting and to hold the second meeting in December during a City Council.

- Main Street/DDA Director Guenther reported on the Main Street Training in Owosso in June. She stated the training was one day but there was a Director Meeting the day before which was beneficial for her as she met several directors and made contacts. The Main Street Training focused on the Economic Vitality (EV) segment of the Main Street program. They identified type of people who should be on an EV committee:
 - Creative/Entrepreneurial thinkers
 - People who like to shop or can be shopping critics
 - People that represent transformation strategies
 - Good listeners – those who can keep secrets
 - People who like puzzles, are problem solvers and negotiators, who like math, salespeople or remote workers.
- She stated there was a lot of discussion connecting entrepreneurs with each other, which was something that was brought up during the Baseline Assessment from business owners.
- Main Street/DDA Director Guenther stated that she attended the Michigan Downtown Association Seminar in Petoskey in May. During this seminar Dan Leonard from the MEDC reported on the changes happening within the MEDC relative to RRC. MEDC brings investors to certified communities to show the available properties.
- Main Street/DDA Director Guenther distributed a volunteer sign up sheet for the Music Festival. She stated that it will also be available online.
- Back to the Bricks was held on June 10; attendance was approximately half of what was expected. The group did indicate they would like to come back, but the planning team will survey businesses to see if they would be in favor of this event again.
- Summer Girls Night Out was held on June 19 from 3-8 pm. There was good attendance and 15 retailers participated. Surveys will go out to the retailers regarding their feedback on the event.
- The 4th of July parade will be held on Thursday at 10 am. Parking will be blocked in the downtown area.
- Main Street/DDA Director Guenther stated that the sunshade that was anchored to the brick wall in Festival Square is damaged and no longer able to be in use as the anchors on the wall have come out and there is a need for a mason to repair the wall. She received (2) quotes to replace the sunshade; one quote was \$1400 and another was \$3,000. Jason Karmol, DPW Director, has contacted a company to provide a retractable awning, but the cost for that is \$40,000 as a frame would have to be fabricated to attach to the structure.

Public Comments:

- Ms. Christy Stempky asked what the boundaries are around using Festival Square for events to warrant closing the parking area. Main Street/DDA Director Guenther stated there is no policy relative to that.
- Ms. Ashley Brandt asked why all of the applicants for Match on Main could not be accepted. Main Street/DDA Director Guenther stated that a requirement of the program is to identify the types of businesses that are desired for the downtown area.

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Election of Officers:

Motion made by Lange, supported by Costin to nominate Emily Eckhart as Board Chair.

Motion by Lange, supported by Herceg to close the motion and cast a unanimous ballot.

Passed by unanimous vote.

Motion made by Eckhart, supported by Mallory to nominate Brian Lange as Board Vice-Chair.

Motion by Herceg, supported by Moulder to close the motion and cast a unanimous ballot.

Passed by unanimous vote.

- Discussion held regarding updating the Bylaws. Discussion held if ex-officio members can be officers. Incoming Board Chair Eckhart will work with Main Street/DDA Director Guenther to draft an updated bylaws and research ex-officio duties.

Board Member Comments:

- Board Member Costin asked about the status with the Wi-Fi. Main Street/DDA Director Guenther reported that Air North Communication is ready to begin installation. He also asked what the status was changing over the lamp posts to LED lights. Main Street/DDA Director Guenther stated that the Board made a motion to recommend to City Council that they provide the change over to LEDs on the lamp posts on Main Street and they Board would fund the change for the lamp posts in Washington Park. One light has in Washington Park went out, so that pole has been upgraded.
- Board Member Moulder submitted a letter of resignation from the Board, but stated she would be happy to be on a committee.
- Board Member Granger read a letter of resignation from his position from the Board.
- A letter of appreciation and thanks will be sent to the two resigned Board Members.
- Main Street/DDA Director Guenther stated there are applications on file of interested citizens for the Board. She will contact those individuals to make sure they would like to still be considered. There will be a Special Meeting for this discussion on July 16, 2019.

Adjournment:

The meeting was adjourned at the call of the Chair at 8:18 p.m.

James Granger, Chairperson