

**IMLAY CITY DOWNTOWN DEVELOPMENT AUTHORITY  
SPECIAL MEETING  
MONDAY, MARCH 28, 2017**

A special meeting of the Downtown Development Authority was held on March 28, 2017 at the Imlay City Hall, 150 N. Main Street, Imlay City, MI 48444.

**1. CALL TO ORDER**

Chairperson Joi Kempf called the meeting to order at 5:36 p.m.

**2. ROLL CALL**

Present: Walt Bargaen, Joi Kempf, Kim Jorgensen, Steve Teets, Beth Murawski, and Stu Davis. Beth Fromwiller came late.

Absent: Kelly Villanueva, Tracy Aldrich and Samuel Galiana.

Also present: DDA Director Dana Walker, Imlay City Manager Tom Youatt and Don Brown Senior Community Outreach Coordinator for Congressman Paul Mitchell.

**3. APPROVAL OF AGENDA**

**Motion** by Davis, supported by Bargaen to approve the agenda.

**Unanimously carried**

**4. OLD BUSINESS**

**a. Market Manager Recommendation**

Walker stated she received eight or nine applications for the position and interviewed four of the candidates with Beth Murawski. Walker is recommending hiring Sarah Graver.

**Motion** by Jorgensen, supported by Davis to hire Sarah Graver to fill the position of Market Manager.

**Unanimously carried**

**b. Entertainment Coordinator Repost**

Walker suggested the position be reposted.

**c. Vacationland Adjusted Cost - \$559.50**

Walker informed the board that the DDA's portion of the Vacationland brochure is \$559.50 not \$550.00. Walker also informed the board that the eight advertising spots available with that ad have all been sold.

**Motion** by Bargaen, supported by Davis to approve the additional \$9.50.

**Roll Call:**

**Ayes:** Kempf, Jorgensen, Teets, Fromwiller, Murawski, Davis, Bargaen.

**Nays:** None

**Unanimously carried**

**d. Review of Quotes for Spring Cleaning of Streetscape/ e. Review of Quotes for Bi-Weekly Maintenance.**

Walker stated she had walked four different companies around showing them the scope of the work wanted. Two companies have turned in quotes. She is waiting on the other two. She anticipates having those before the next regular meeting in April and will present them all to the board then.

**5. NEW BUSINESS**

**a. Work Session**

**1. Review of DDA Budget and Fund Balance, 16-17, & 17-18**

Walker states budget is on track for the fiscal year. DTE LED conversion will hopefully happen this week. The Current Fund Balance is about \$145,000. Walker presented her recommendation for 2017-18 Budget with very few changes from the current year. Capitol Outlay is about \$30,000.

**2. Review of DDA Development Plan 2014**

Walker stated that now is a good time to go over what the board would like to focus on this year. On page 15 of the packet is the DDA Mission Statement with the four main pillars the DDA focuses on. Pages 17-19 breaks down some of the goals of the DDA. Page 21 lists out the project list based on those goals for 2014. Page 22 gives a basic description of the projects. Page 25 is a reorganized list of the Goals and Objectives taken from page 17.

**3. Review and Prioritize Public Improvement Goals**

Walker went over the project list from page 21 based on the above goals for 2014. Page 22 gives a basic description of the projects. Page 25 is a reorganized list of the Goals and Objectives taken from page 17.

Public Improvement Goals DDA Master Plan under Parks and Recreation: Map to ID Trail Connections - At the trail head of the Polly Ann Trail the DDA would put a map of downtown and how to get there. Walker informed the board that the county will be doing some improvements to the trail from Dryden to the city limits.

Improvements to Rotary Park were completed in 2015. The Rotary is going to be cleaning and staining the gazebo. DDA can look into getting more benches and trash receptacles in the future.

Lambe Steele Park is not in need of anything at this time because the trimming of the bushes is included in the Spring Cleaning of Streetscape.

Fourth and Caulkins is a vacant lot in the DDA district that the City owns. The City could potentially sell the land.

Creation of Greenspace: is for a Pocket Park on Almont. Walker is getting a landscape designer to put together a sketch at no cost. If the DDA goes with the design, the DDA will then reimburse the designer. The library is interested in making this area a reading spot. Walker is suggesting to go forward and develop a budget.

Under Street Maintenance and Infrastructure the Fourth Street project DDA will be relying on help from the City for this project because this involves infrastructure.

Corner of M53 and M21: The City is committed to going forward with improvements along the M-53 corridor. There is a Public Hearing for the M-53 Project scheduled for April 4<sup>th</sup>, 2017. This project will be done in stages.

Third Street West of Almont: This project involves infrastructure and DDA will have to work with the City on this project.

Main Street south of Third Street (mill and fill): This project is a mill and fill project. Walker got an estimate from Ed Priehs, the Superintendent of the DPW, in the amount of \$22,000. There is a need for lighting on Main Street by the Mulefoot Gastropub. Also DTE is changing lights to LED.

Almont Avenue (mill and fill): This is a mill and fill project.

Third Street (mill and fill): This is a mill and fill project. There is a possibility of getting grant money to help with this project.

Second Street involves infrastructure and working in collaboration with the City.

Improvements to Parking Areas: Depot Drive: Needs some improvements, mill and fill and speed limit signs. There are grant possibilities with Rural Development Street Improvement. Walker informed the board that if they were awarded monies with this grant, it would not hurt future grants for the DDA or the City. Depot Drive has a possibility for some decorative lighting. Possibly add side lines also. Infrastructure is not needed with this project. Walker can talk to Ed Priehs at the DPW to see about a temporary fix. Crack fill of Bancroft.

Other: Acquire Undeveloped Property and Retain and Replace Sidewalks is ongoing.

Pedestrian Friendly Initiatives: Walker suggested a reading path. Capac has a new reading trail they put up last year. Walker would like to look at it.

Placemaking Initiatives: Walker stated they are all ongoing.

Walker informed the board on page 26 is a picture of a sign for by the railroad tracks on Almont Avenue. The estimate for that sign is \$2,500.00. It was suggested that the backs of the current signs be used maybe put with vinyl signs on the backs. The board suggested it would be more beneficial to use monies towards signage on M-53 and M-21 than on Almont Avenue.

Walker stated on page 30 are a couple of sketches from Valley Sign for ideas for signs for Downtown signs. Page 31 is a picture of an arch type sign showing downtown.

Walker stated viaduct improvements are in the future but the infrastructure needs to be updated first. The railroad and MDOT have been receptive.

Upgrades to Utilities and Infrastructure: Sewer line First to Second is done. LED Conversion is ongoing.

Walker is suggesting the DDA should work on Farmers Market Pavilion, promotions and marketing. The old DPW garage cannot be used now due to the fire hall being next door and there would be an issue with parking. If the fire hall is relocated then the sign shop could be renovated. Bancroft Street parking lot is not open enough and with the concrete, it is not park like. Walker stated the Farmer's Market Pavilion should be moved to the Capitol Improvement line in the budget. Capitol Improvements has \$29,800. It was discussed that it may not be worth building a pavilion if the sign shop/old DPW is going to be available.

On page 24 is the list for Promotion/Marketing Goals DDA Master Plan. Under Marketing: Market Study/Business Mix/Recruiting Strategies SEED is taking this area over.

Hire Social Media Co.: Walker would rather see better use of monies, this can be done in house.

Marketing: Walker suggested local college students could be used for marketing ideas.

Billboards: Walker is going to get a list of billboards for M-53 and M-21 for Wayfinding signs and will check on pricing. She will take advantage of all the digital signs that the city already has. It was suggested that it would be better to put Wayfinding signs into permanent signs at \$2,200.00 a sign rather than \$750.00 for four weeks on a billboard at M-53 and Third Street. Need artistic signage that is permanent.

Walker is representing the City in Redevelopment Ready Community

Main Street Community: Has been renamed to Refresh Main Street and program has changed a little. Walker can provide more information regarding Main Street at future work sessions.

#### **4. Review and Prioritize Promotion/Marketing Goals**

Board members made suggestions throughout the meeting of where they should be concentrating their efforts this year. Suggested was sidewalk improvements, contacting Rowe on Depot Drive and lighting for Depot Drive along with speed limit signs and side lines. Walker will look into the possibility of a grant for Depot Drive and Main Street and combining the two projects. The Pocket Park may be able to work with Four County Community Foundation gearing the project towards youth and/or seniors. Walker suggested board thinks about ideas for wayfinding signs once M-53 upgrades are done. It was suggested using brackets that are already attached to the lights and also leaving white lights up year round on the trees at Third Street. It was suggested to find help for large arch, wayfinding sign. It was also suggested that the board has these work meetings every 6 months.

#### **6. MEMBER COMMENTS**

Don Brown, Senior Community Outreach Coordinator for Congressman Paul Mitchell's office spoke briefly. He wants to work with and help with federal assistance, wants to be part of the team. If we need any assistance call Congressman Mitchell's office and they will see if they can help. He stated that he can work to find some grant monies that might be beneficial. He also stated that we could look at [www.grants.gov](http://www.grants.gov) to find more grant money. He will also look for more resources.

#### **7. ADJOURNMENT**

**Motion** by Jorgenson, supported by Murawski to adjourn the meeting at 7:00 p.m.

**Unanimously carried**

Submitted by Anne McAvoy: \_\_\_\_\_

Recording Secretary