

**IMLAY CITY DOWNTOWN DEVELOPMENT AUTHORITY
REGULAR MEETING
MONDAY, NOVEMBER 14, 2016**

A regular meeting of the Downtown Development Authority was held on November 14, 2016 at the Imlay City Hall, 150 M. Main Street, Imlay City, MI 48444.

1. CALL TO ORDER

Chairperson Joi Kempf called the meeting to order at 5:35 PM

2. ROLL CALL

Present: Beth Fromwiller, Steve Teets, Stu Davis, Tracy Aldrich, Kelly Villanueva, Beth Murawski, Joi Kempf, Walt Bargaen, Kim Jorgensen

Absent: Sarah Norat-Phillips

Also Present: DDA Director Dana Walker, Imlay City Manager Tom Youatt

3. APPROVAL OF AGENDA

D. Walker adds "New Business H: On the Avenue Facade"

MOTION by Bargaen, supported by Davis to approve the agenda.

UNANIMOUSLY CARRIED

4. PUBLIC PARTICIPATION

None.

5. APPROVAL OF MINUTES

MOTION by Davis, supported by Murawski to approve the minutes dated October 10, 2016 as written.

UNANIMOUSLY CARRIED

6. FINANCIAL REPORT

- a. DDA EXPENDITURE REPORT
- b. BALANCE SHEET
- c. CHECK REGISTER REPORT

7. OLD BUSINESS

a. MEET YOUR NEIGHBOR ROUND 2

Walker noted that currently there are 7 participants for Meet Your Neighbor Round 2. The group picture has been taken and the Facebook promotion is currently underway.

b. POTENTIAL PROJECTS FISCAL 2016-2017

1. LED street lights on Almont - Complete
2. Repaving Main south of Third Street
3. Repaving Third west of Almont

4. WIFI to public areas (Farmers' Market / Lamb Steele Park)
5. Staining Train Depot - Complete
6. Signage - Third and M53, Almont near tracks
7. Pocket Park by CSB on Almont
8. Wayfinding at Entrance of M53 and Third
9. Other

The board agrees that updated LED lamp posts are an improvement, and discussed adding LED lamp posts on other streets. Walker suggests replacing the remaining 25 lamp posts on Bancroft and Main St and is awaiting a quote from DTE. Walker notes that a plan is needed for the remaining fiscal year 16/17 and beyond and seeks suggestions for next meeting. The board notes that the train depot staining looks good.

c. STREETScape UPDATES

Walker notes bid opening Friday for landscaping and the project has garnered interest from local businesses. Walker also notes that Heritage Church volunteered to plant 700 daffodil bulbs and that hay bales will be gone this week and lights will be put up on trees and light posts.

8. NEW BUSINESS

a. SMALL BUSINESS SATURDAY CONTEST

Walker refers to the Director's Report, pg 1. Walker recommends sponsoring a Small Business Saturday raffle contest to encourage small business patronage downtown. Contest will take place on the Saturday after Thanksgiving. The board approves.

b. FACADE GRANT 112 E. THIRD STREET

Walker refers to pg. 18. and comments on the extent of needed construction to repair the building due to damages from the recent fire. Teets comments on the family significance of the building.

MOTION by Bargaen, supported by Jorgensen to approve the \$2500 facade grant to 112 E. Third Street.

AYES: Davis, Teets, Fromwiller, Kempf, Jorgensen, Villanueva, Murawski, Aldrich, Bargaen

NAYS: None

MOTION CARRIED 9-0

c. FACADE GRANT 244 E. THIRD STREET

Walker refers to pg. 25. Walker notes the grant request is for a construction of a fence behind the property. Walker notes that the request may not fall within the parameters of the facade grant rules. Teets comments that the board can assist with other things but the fence is likely ineligible. The board denies the request as written but notes they would be open to future grant requests.

d. GATEWAY SIGN AT TRACKS

e. BILLBOARD ON M-21

Walker refers to pg. 29. Walker notes the cost is \$800. Villanueva comments that a billboard would be better served further from town to attract visitors. The board expresses disinterest in pursuing a billboard.

f. DDA WELCOME KIT

Walker suggests the creation of a "Welcome Kit" for future new businesses downtown, which would include a "Grand Opening" sign and the use of the DDA-owned yellow A-Frame signs for the purpose of assisting new businesses introduce themselves. Davis suggests the "Grand Opening" sign be more personalized to the DDA. Jorgensen suggests a "Welcome Kit" be better created by the Chamber of Commerce. The board expresses interest in a banner that refers to the DDA in some way. Walker will create a prototype of a "Welcome Kit" and present it to the board next meeting.

g. WELCOME TO THE NEIGHBORHOOD COOP AD

Walker notes seven businesses are either new to downtown or are rebranding. Walker suggests running a collaborative advertisement in the paper to promote these businesses. The board agrees and Walker will pursue the ad.

h. ON THE AVENUE - FACADE GRANT

Walker notes the need for repairs to brickwork and facade due to damages from a recent accident. Walker notes the grant request is itemized. Villanueva suggests Walker look into the amount insurance will cover.

MOTION by Teets, supported by Barga to approve a facade grant to On the Avenue.

AYES: Davis, Teets, Fromwiller, Kempf, Jorgensen, Villanueva, Murawski, Aldrich, Barga

NAYS: None

MOTION CARRIED 9-0

9. DIRECTOR'S REPORT

Walker notes the board has received a rough draft of the winter edition of the DDA newsletter. Walker notes a farmers' market end-of-season survey has been created and results will be analyzed. Walker notes the newsletters will be mailed to DDA members later this week and will include mention of the farmers' market survey.

10. MEMBER COMMENT

Teets comments that the train viewing platform staining looks good and suggests staining the gate to match. The board agrees. Walker will receive prices to power wash and stain remaining woodwork.

MOTION by Teets, supported by Kempf to stain the gate near the train viewing platform.

AYES: Davis, Teets, Fromwiller, Kempf, Jorgensen, Villanueva, Murawski, Aldrich, Barga

NAYS: None

MOTION CARRIED 9-0

11. ADJOURNMENT