

**IMLAY CITY DOWNTOWN DEVELOPMENT AUTHORITY**  
**REGULAR MEETING**  
**November 9, 2009**  
**FINAL**

A regular meeting of the Downtown Development Authority was held on Monday, November 9, 2009 at the Imlay City Hall, 150 N. Main St., Imlay City, MI 48444.

**1. CALL TO ORDER**

Chairperson Teets called the regular meeting to order at 7:02 p.m.

**2. ROLL CALL**

Present: Steve Teets, Rod Warner, Dan Everhart, Dave Held, Kim Jorgensen, Sally Reinhardt, Brian Hill

Absent, Excused: Stu Davis

Late arrival, excused: Kelly Villanueva, Joi Kempf

Also Present: DDA Director Nancy Jean Brinker; Imlay City Manager Amy Planck

**3. APPROVAL OF AGENDA**

**Motion** by Hill, supported by Reinhardt to approve agenda.

**Unanimously Carried**

**4. PUBLIC PARTICIPATION**

None

**5. APPROVAL OF MINUTES**

**A. REGULAR MEETING**                      **Monday, October 12, 2009**

**Motion** by Hill, supported by Jorgensen to approve the minutes of October 12, 2009.

**Unanimously Carried**

**6. FINANCIAL REPORT**

**A. DDA EXPENDITURE/REVENUE REPORT**

**Motion** by Hill, supported by Held to accept the report as presented.

**Unanimously carried.**

**B. BALANCE SHEET**

Attached to the packet.

**7. OLD BUSINESS**

**A. WINTER MOVIE PROGRAM**

Brinker's notes attached to the packet. Discussion was held regarding the start of the program, which would likely be in mid- to late-January and extend to mid- to late-February.

**Motion by Jorgensen**, supported by Everhart to direct Brinker to investigate a four-week winter movie program run with Imlay City Cinemas not to exceed \$800.

**Unanimously Carried**

**B. CHRISTMAS**

Notes attached to the packet regarding winter planters for a contract price of \$574 and an update on the Christmas lights.

**Motion by Held**, supported by Villanueva to go ahead with the winter planters per the contract.

**Unanimously Carried**

**C. PROMOTIONAL CALENDAR**

Notes attached to the packet.

**Motion by Held**, supported by Reinhardt to accept the promotional plan as presented.

**Unanimously Carried**

## **8. NEW BUSINESS**

### **A. DDA DIRECTOR JOB DESCRIPTION**

Notes and updated copy of the job description were attached to the packet. Discussion was held regarding updates to the job description, and the future direction of the DDA Director job, noting that the DDA is slated to sunset in 2014. The job will be posted until November 20.

### **B. WAYFINDING SIGNAGE**

Brinker provided color samples of wayfinding signage from various Michigan cities for the board's review. Discussion was held regarding the prior design, which was determined to be too much like state issued road signs. Discussion was held regarding style preference and possible use of decorative poles and stop signs. Held reiterated his opinion that signs need to be placed on M-53 and M-21 on a priority basis.

**Motion by Reinhardt**, supported by Held to direct Brinker to investigate redesign of the signage and possible grant funding which may be available for the project bearing in mind Held's request.  
**Unanimously Carried**

### **C. LOGOS**

Brinker provided a sampling of logos from other municipalities for the board's consideration with regard to possibly updating the DDA logo. Brinker discussed further development of the DDA's branding effort and the possibility of using a core logo and a 'public' version to relate to the branding. Notes were attached to the packet.

Discussion was held regarding the board's preference of the samples provided, with Northville's and Petosky's among those favored. Hill suggested that the buildings in the current logo be removed and replaced with a train. Hill and Villanueva also recommended that the word 'historic' be removed and replaced with 'downtown,' and a color change. Jorgensen offered to provide samples of proposed designs at next month's meeting.

### **D. FARMERS MARKET**

Notes regarding the Market Administrator and season dates were attached to the packet. A proposed contract for next season was also attached to the packet.

**Motion by Hill**, supported by Held to approve the contract as written and to pay the administrator \$440 for the season.

**Unanimously Carried**

### **E. DDA COMMERCIAL FAÇADE GRANT**

An application from Armando's Grocery Store was attached to the packet requesting a 50% reimbursement of \$1,500.

**Motion by Reinhardt**, supported by Villanueva to approve the application as presented.

**Unanimously Carried**

### **F. AMERICAN TREE CONTRACT RENEWAL**

Brinker discussed the changes in next season's proposed contract for landscaping services. Brinker retrieved a copy of the bid, which was \$15,487 for next season, excluding weekly services, which were bid at \$50 per week for next season.

**Motion by Villanueva**, supported by Jorgensen to renew American Tree's contract for next season.

**Unanimously Carried**

### **G. APPOINTMENT OF PERSONNEL HIRING COMMITTEE**

Villanueva, Reinhardt, Jorgensen, Held and Teets volunteered to serve on the search committee for the new DDA Director. Brinker indicated her last day might be at the end of the first week in December. Teets questioned volunteers regarding potential conflicts and Jorgensen indicated a

family member may apply for the job, at which time she would step down from the committee. Warner volunteered to serve as an alternate should that be the case.

**9. DDA DIRECTOR REPORT**

**A. MEDC**

Notes on the project were attached to the packet.

**B. FAÇADE IMPROVEMENT INITIATIVE**

Notes were attached to the packet

**C. PROMOTIONS MEETINGS NOTES**

Notes were attached to the packet. Next meeting slated for Nov. 18 at 8:30 a.m. at Tietz's.

**D. MERCHANT TRICK OR TREAT**

Notes were attached to the packet. Discussion was held regarding the feasibility of the DDA continuing to hand out bags of popcorn. Six large bags were used to make up 600 small bags to hand out, all of which were given away. Discussion was held regarding donation of bags, cost and possibly working with Imlay City Cinemas for popcorn bags. The possibility of handing out small bags of chips was also discussed.

**10. ADJOURNMENT**

Teets adjourned the meeting at 8:17 p.m.

Submitted by Catherine Minolli \_\_\_\_\_  
DDA Recording Secretary