

IMLAY CITY
DOWNTOWN DEVELOPMENT AUTHORITY
150 N. MAIN STREET
IMLAY CITY, MI 48444

SPECIAL MEETING JULY 31, 2023
5:35 PM

Walter Bargen, Chairman
Kelly Villanueva, Vice-Chair
Kim Jorgensen, Secretary
Stu Davis, Treasurer

Neil Docherty, Board Member
Steve Robbins, Board Member
Justin Shattuck, Board Member
Joi Kempf, Mayor

AGENDA

1. CALL TO ORDER
2. PLEDGE OF ALLEGIANCE
3. ROLL CALL
4. APPROVAL OF AGENDA
5. PUBLIC PARTICIPATION
6. **OLD BUSINESS**
NONE
7. **NEW BUSINESS**
 - a. MACC Mini Grant - Summer Concert Series (pgs 3-18)
 - b. MACC Community Partners Grant –
Our Past Creates Our Future... "I AM IMLAY CITY" (pgs 19-34)
 - c. RFP – Professional Services (pgs 35-43)
 - d. DDA Sub-Committee Creations (pgs 45-47)
 - e. Ice Cream Social – August 22nd Entertainment (pg 48)
8. PUBLIC PARTICIPATION
9. BOARD MEMBER COMMENTS
10. ADJOURNMENT

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AGENDA ITEM NB 7a: Michigan Arts & Culture Council Mini Grant Summer Concert Series

DATE: July 31, 2023

TO: DDA Board Members

FROM: Christine Malzahn, DDA Executive Director

Background: The Minigrant program is a partnership between the Michigan Arts and Culture Council (MACC) and Regional Services Agencies throughout the state within fourteen (14) regions determined by county(ies). The MG Projects program is a competitive grant program that provides support for production, presentation and creation of arts and culture that promotes public engagement, diversity and excellence, lifelong learning in arts and culture, and the strengthening or livability of communities through locally developed arts and culture.

Minigrant Projects provide up to \$4,000 for special opportunities to address arts and cultural needs locally. These projects connect communities with the world by exploring, sharing and supporting creative expression, and by doing, so they promote the health and well-being of communities and citizens throughout our state. We believe that by sharing creative experiences and expressing our creativity, we build powerful connections with the people we are closest to, with our community, the world around us and with ourselves

Items Attached: Grant Submission Packet

Action Needed: Pass the motion(s) as recommended or amended per board discussion.

Recommended Motion: Motion to authorize Director Malzahn to submit the MACC \$4000 mini-grant application as drafted.



FY24 MACC Grant Application

Your user profile is complete. Click the icon to make any updates.

Grant Number: 24MG9458

Type of Application: FY24 Region 6a Minigrants Project

Organization Details

Organization Name: IMLAY CITY DOWNTOWN DEVELOPMENT AUTHORITY

Other Common Name:

IRS Tax ID: 38-600-7180

UEI Sam.gov: VLSMUXEJ32X6

Organization Status: 08 Government - Municipal

Institution: 99 None of the Above

Discipline: 02 Music

Physical Address: 150 N. Main Street

City: Imlay City

State: MI

Zip Code: 48444

Phone: (810) 724-2135

Website: icdda.com



FY24 MACC Grant Application

ADA Information

Americans with Disabilities Act (ADA) Information

Facilities and PROGRAMS accessible to persons with disabilities: Yes

ADA evaluation of your organization's facilities and programs been conducted: No

Date Completed: //

Staff and volunteers are trained in the organization's accessibility policies: Yes

Name of 504/ADA Coordinator: Christine Malzahn

Contact Details

Project Director: Christine Malzahn

Title: DDA Executive Director

Address: 150 N. Main Street

Address 2:

City Imlay City

State MI

Zip: 48444

Phone (810) 724-2135

Email ddadirector@imlaycity.org



Project Details

Department: Downtown Development Authority

Request Amount

Enter the grant amount requested for your project. Remember all grant requests require a 1:1 cash and/or in-kind match. Maximum \$4,000.

\$4,000

Project Description

Enter a description about the project. This description should describe what the organization plans to DO with the grant.

Summer Concerts in the Park Series held annually in downtown Imlay City. These concerts are something the community looks forward to every summer. Since we are a low to moderate income community, many citizens do not have an opportunity for cultural or art. This is one of our efforts that helps to bring the cultural experience to our community. It is held on Tuesday evenings in Lamb Steele Park. A typical concert attendance ranges from 60-250 people each week. We vary the type of music and performance to allow for a wide range of different musical artistic expressions.

Project's Primary Discipline

Music

Type of Activity

Concert/performance/reading

Project Primary Counties. Select county or counties.

Lapeer, Sanilac, St Clair



FY24 MACC Grant Application

Expenses

Employee Expenses

Type	MACC Grant Funds	Organization Funds	In-Kind Support (if allowable by program)	Total Employee Expenses
Administrative	\$0	\$1,250	\$0	\$1,250
	\$0	\$1,250	\$0	\$1,250

Non Employee Expenses

Expense	MACC Grant Funds	Organization Funds	In-Kind Support (if allowable by program)	Total Non-Employee Costs
artistic fees	\$4,000	\$4,000	\$0	\$8,000
	\$4,000	\$4,000	\$0	\$8,000

Additional Project Expenses

Expense	MACC Grant Funds	Organization Funds	In-Kind Support (if allowable by program)	Total Additional Project Expenses
marketing	\$0	\$2,000	\$0	\$2,000
	\$0	\$0	\$0	\$0
	\$0	\$2,000	\$0	\$2,000

Other Expenses

Expense	MACC Grant Funds	Organization Funds	In-Kind Support (if allowable by program)	Total Other Expenses

Expenses Totals

	MACC Grant Funds	Organization Funds	In-Kind Support (if allowable by program)	Total
Employee Expenses	\$0	\$1,250	\$0	\$1,250
Non Employee Costs	\$4,000	\$4,000	\$0	\$8,000
Additional Project Expenses	\$0	\$2,000	\$0	\$2,000
Other Expenses	\$0	\$0	\$0	\$0
Total Expenses	\$4,000	\$7,250	\$0	\$11,250



FY24 MACC Grant Application

Revenue

Revenue - Earned

Revenue Earned	Amount
Ticket sales/Admissions	\$0
Tuition	\$0
Contracted Services	\$0
Total Revenue Earned	\$0

Revenue - Unearned (Corporate, Foundation, Private Support)

Corporation Name	Amount
Choice One Bank	\$400
	\$400
Foundation Name	Amount
Private Support	Amount
Private Donations	\$0
Unearned Corporate, Foundation, Private Support	Amount
Total	\$400

Revenue - Unearned (Government Support - Federal, State, Local)

Federal - Government Support	Amount
State - Government Support (do not include MACC grant)	Amount
Local - Government Support	Amount
Applicant Cash	\$7,000
	\$7,000
Government Support	Amount
Total	\$7,000

Revenue - Other Unearned Revenue (not listed above)

Other Unearned Revenue (not listed above)	Amount
Other Unearned Revenue (not listed above)	Amount
Total	\$0

Revenue Totals



FY24 MACC Grant Application

	Amount
In-Kind Revenue (added from expenses)	\$0
MACC Grant Request	\$4,000
Total Cash Match	\$7,400
Total Cash Revenue	\$11,400
Total Project Revenue	\$11,400



FY24 MACC Grant Application

Narrative/Attachments

ATTACHMENT 1 – PROPOSAL NARRATIVE

1. Artistic/Cultural Merit

The Imlay City Downtown Development Authority (DDA) will be presenting an eight-week concert series in Lamb Steele Park, located in downtown Imlay City, during the months of June, July and August. More than two hundred community members are expected to attend each ninety-minute event. The Concert Series is an annual event hosted by the DDA and is a summer activity the community embraces.

The DDA takes great pride in offering a Concert Series that presents quality performances from professionals who are passionate about music and art and provide a true cultural experience to the Imlay City community. This year's performances will once again offer a wide range of musical genres and family entertainment. Performers are high school students and seasoned veterans of the stage and perform rock, Latin and contemporary pop, country, bluegrass and classical tunes. The performers are family-friendly, engaging and encourage audience participation whether it is dancing on the park's lawn, singing along to the music, creating a work of art, or aiding in a magic trick.

Many of this year's selected artists are award-winning and have performed on national TV and stages throughout Michigan, the United States and the world. For 2024, the Imlay City DDA will be using two of its concerts to entertain our Latino community, which makes up more than 30% of our demographic. We will be tailoring one of the concerts to contemporary genre of Latin music and one for the more classical Latin music listener (maybe mariachi). In aligning our performance schedule for 2024, the Lapeer Symphonia Orchestra is being courted for either the very first, or last concert of the Series. This particular event in our Series is being planned specifically for the younger (12-18) crowd and we are planning to bring to the stage as a soloist, a student musician from the Imlay City performing Arts Center.

2. Community Impact

The Summer Concert Series is supported by the Imlay City community through every stage of development and implementation. For example, the Imlay City DDA Director, Board and Assistant to the Director are very interested in representing the broad tastes of our community. The entire DDA Board of Directors, along with our DDA businesses and their employees are instrumental in the promotion of the series and members of the organizations attend the variety of performances. The locally owned newspaper is very supportive of the Concert Series and publishes weekly press releases highlighting the upcoming acts. Local merchants display promotional posters, distribute flyers, attend the concerts and volunteer during the events. It is truly a community-wide effort.

Choice One Bank annually sponsors an ice cream social, and plans are already percolating for this year's event. Volunteers from the bank are on hand serving ice

cream to over 500 attendees. This event is one of our most popular of the series, in part because of the commitment shown by the employees of Choice One Bank.

During many concert seasons, the Ruth Hughes Memorial Library has participated by hosting games and crafts for children. They are excited to again be a partner in this year's Concert Series. We are proud to work alongside our Senior Center. During inclement weather, concerts are moved to the Lamb Steele Building occupied by the Lapeer Senior Services. The hospitality of Lapeer Senior Services and the tremendous accommodations have been instrumental in creating a welcoming atmosphere despite the times when Mother Nature wields her upper hand. The DDA looks forward to collaborating with Lapeer Senior Services and Ruth Hughes again during the 2024 Concert Series.

The City of Imlay City's inner departments are extremely supportive and helpful. For example, the Department of Public Works ensures the park's lawn is manicured each week and that the gazebo that houses the performers is always in tip-top shape.

Imlay City, population 3,500, is located within the County of Lapeer where residents are severely underserved in the areas of art and cultural affairs. Residents have little opportunity or exposure to arts within the community as Imlay City does not have an art museum (Flint, 35 miles) or performance theatre (Lapeer, 15 miles). Therefore, the Concert Series is extremely valuable, as it offers an opportunity for the community to experience live music and engage in performances without having to travel any lengthy distance. The majority of attendees are from Imlay City however visitors from local communities (Lapeer, Oxford, Brown City, Capac) do attend, as well as followers of the acts that perform. We do foster an expectation that our performers also advertise our events to those that follow them, bringing more economic opportunity to Imlay City. The Imlay City Concert Series is well attended by all age groups because of the variety of programming offered.

The Imlay City Downtown Development Authority is responsible for the revitalization of the downtown district. A healthy downtown retains and creates jobs and produces a stronger tax base. A revitalized downtown increases the community's options for goods and services, whether for basic staples or for less traditional functions such entertainment. Finally, revitalized downtowns are symbols of community caring and a high quality of life, factors that influence corporate decisions to locate to a community.

In order to assist in the revitalization of the downtown district in Imlay City, the DDA is responsible for creating promotions like the Summer Concert Series. Successful placemaking plans utilize culture as a key element. The Summer Concert Series draws 200+ people to downtown on a weekly basis. As a result, visitors will shop, grab a bite to eat and stroll downtown before and after the shows, thus helping our local business owners and economy.

All performers are Michigan-based allowing for 100% of the artist fees to stay within the state. Several acts are Lapeer County residents keeping the financial benefits even closer to home.

3. Implementation

The concerts begin at 7pm, are 90 minutes in length and free of charge to the public. The concerts will be located at Lamb Steel Park within traditional downtown Imlay City. The park has a beautiful lawn for spectators, a gazebo with electricity and a landing for performances. Lamb Steele Park is easily accessible to the community and plenty of convenient parking is available. Also, in the case of rain, the DDA has secured permission to use Senior Center as an alternative location. Both the park and the Senior Center have plentiful and easily accessible parking facilities. A restroom is located within easy walking distance from the park and there are facilities within the Senior Center. All accommodations are handicapped accessible.

The 2024 Concert Series will be held Tuesday evenings, opening June 16 and closing with a performance on August 20. No performance is scheduled for Tuesday, July 2 or 30 due to the nations Independence Day celebration and Eastern Michigan State Fair which is held in Imlay City. Also, to contribute to the festive atmosphere, concessions are sold during the shows by local civic organizations, such as high school band/athletic boosters, robotics teams, The Lions Club, VFW, Rotary, and the like. The venues also allow for audience members to sit as close as 10 feet to the performers.

The Imlay City DDA anticipates a wide array of marketing activity ensuring that both the Imlay City and surrounding communities are made aware of the events occurring in the downtown. Marketing plans will be implemented beginning in May of 2024 and include, but are not limited to, advertisement of the Concert Series through glossy 11x17 posters distributed at businesses and through the schools, posting of events on community web-sites, calendars and digital boards, advertisement through the use of local print and radio media, and the distribution of fliers, posters, press releases, and community newsletters advertising each concert. The DDA has a website (www.icdda.com) which promotes the summer event and a Facebook page (presently over 6000 followers) which promote each individual event.

The Imlay City DDA has already contracted the artists for this summer's performances. Contracts were fully executed by the City and artists in December 2023. Marketing will begin after the performances have been finalized with the majority of marketing concentrated in May and June.

All performers are paid at the time of the concert with a check issued by the City of Imlay City. The director of the DDA and a representative from the musical act agree

upon the rate of compensation and this sum is clearly stated in the contract both parties sign before the date of the performance.

4. Management

Christine Malzahn, DDA Director for Imlay City, will oversee the project. The DDA Director has a 15+ year history of successfully coordinating public events for not-for-profit organizations, both as a 501c3 owner and board member, and currently as part of a municipality team. This experience includes auditioning and booking entertainers, promoting activities through a variety of mediums, as well as coordinating all aspects of the special events. Mrs. Malzahn also has experience in program analysis and evaluation as well as producing final grant reports.

The Imlay City DDA Board of Directors is a committed group of 9 volunteers. Members represent business owners, employees of local merchants, residents of the city and the mayor. All board members are active and engaged in the community and donate countless volunteer hours, services and products to the many activities sponsored by the DDA. Board members are involved with many organizations and committees, including Imlay City Rotary Club, Parks and Recreation, Imlay City Eagles, Friends of the Polly Ann Trail, Relay for Life, and the Michigan Busker Festival. Most Board members are residents of Imlay City who have personal relationships with their customers and attendees of the Concert Series, for many are literally neighbors.

ATTACHMENT 4 – STAFF, PROJECT AND ARTIST BIOS

STAFF - Christine Malzahn, Downtown Development Authority Director for Imlay City, will oversee the Summer Concert Series. She will be responsible for contacting artists, completing contracts, marketing and promoting the shows and working directly with the performers. The DDA Director has a 15+ year history of successfully coordinating public events for not-for-profit organizations, both as a 501c3 owner/director and board member and, currently as part of a municipality team. This experience includes auditioning and booking entertainers, promoting activities through a variety of mediums, as well as coordinating all aspects of the special events. While championing free music opportunities for all age categories since 2012, she has planned, promoted and executed special events for many organizations, including St. Baldricks, local Goodfellow events, as well as fundraising for local communities. These events have had a few hundred to several thousands in attendance. Mrs. Malzahn will work closely with all of the acts scheduled for this year's concert series. Her experience also includes successfully working with volunteers, city councils, departments and committees.

Patti Biolchini will be returning this year as the Promotions Coordinator for the Imlay City DDA. Mrs. Biolchini is a respected member of the DDA team and considered an invaluable partner. Patti is energetic and an exemplary complement and partner to the Director with whom she shares a passion for the Imlay City community and sensitivity to the demographics. Mrs. Biolchini has education and experience in marketing and promotion, as well as disciplines in accounting and bookkeeping. As the Director's assistant, Mrs. Biolchini also acts as a liaison between the artists and the DDA. She will be responsible for ensuring contract obligations are met, as well as payment of artists and facility management. While Mrs. Malzahn attends most events, Mrs. Biolchini will be present at most performances as well to assist with artist set up and tear down, along with the availability to meet special needs of any guest/attendee.

ARTISTS - Performers for 2024 paint a broad stroke of experience and entertainment value.

The Full Circle Project is an east-side based group of remarkable men who make exceptional music and have a list of accolades that is growing almost by the hour. The Full Circle Band was formed over 12 years ago by local musician Jerry Gravina who thought to start a band of other musicians from the Detroit music scene he had played with during a 30+ year career. By doing so, he came "full circle" and reunited with former musician friends Larry Calder (lead singer/rhythm guitar), Tommy Dauberger (drums/vocals), Johnny Gamarra (lead guitar/vocals), Larry Firlik (keyboards/vocals), Brian Baetens (saxophone/vocals) and of course Jerry Gravina (bass/vocals). They became known as The Full Circle Band. From the 1990s to the present, the band has continued to play nightclubs and outdoor events all over the Detroit Metro area, including appearances with national acts. They gained a reputation as one of Detroit's hottest classic and modern rock bands.

Acoustic Ash Harris is a local singer-songwriter whose songs implore that we each participate in making the world a more acceptable place and she tells us just how to do just that, one person, one community at a time. Acoustic Ash is a proud supporter of the LGBTQAI community and is

not shy about sharing. Ash lives what she sings about, and is welcoming of all peoples, again a message that needs to be shouted out loud for all to hear. My dream is for her to share that message on every corner of the world.

The DDA is eager to share Latino musical programming with its community. Steve Jarosz is a house band regular at Vicente's Cuban Cuisine in Detroit, and very well known in that area. Imlay City is excited to share Steve with our community. Trabuco y Son, also based out of Detroit will be bringing their decades of musical performance experience to Imlay City this summer. The DDA is working closely with the Hispanic Service Center (located in downtown Imlay City) to assure our Latin music schedule is worthwhile and wanted. These events are expected to be welcomed by our Hispanic residents (currently estimated to be 35%+ of our population) and guests.

Bob Marshall and his band are favorites of country music aficionados around the United States and a Michigan Humanities Touring Grant Directory featured artist. The musical influences of Bob Marshall are unmistakable. Bob and his band will have the crowd dancing and top tapping to his covers and stunning original works. Audiences are always in for a treat and are thrilled when the thundering sound of "Ghost Riders in the Sky" is followed up with a great version of "Heard it Through the Grapevine." Bob's talent and performances have earned him the coveted Will Rogers Award for "Best Male Vocalist" and the CMA of Texas Award for "Best Country Album of the Year."

The Lapeer Symphony Orchestra is a non-profit all volunteer organization featuring wind, percussion and string musicians. The symphony has performed at several local municipality functions where the members live and work. The lovely park location where the concert series is located will provide a beautiful setting for this performance. The DDA expects families and adults over the age of 60 to especially enjoy this show. The symphony is comprised of area musicians of various social and economic backgrounds.

3rd Degree Burns/ Young Musicians Community is an opportunity for youth in Imlay City and local communities to develop their musical talents while gaining on-stage experience and learning the business practices of a successful professional band. YMC inspires the youth to use their talents while making a positive difference in their schools and communities. The group averages 30 performers who sing, play instruments and truly entertain. The audience is populated with families from around the Imlay City region as the musicians all live in the surrounding counties. The music is appealing to all ages but specifically to teens and adults 30-50 years of age as 3rd Degree Burns specializes in rock music.

Tribute artist Darrin Hagel provides a fun-filled musical journey of the King of Rock & Roll that starts in 1956 and shakes, rattles & rolls through 1977. Elvis tribute shows have historically been successful and well received at the Summer Concert Series. This year will be no exception. Darrin has been an Elvis fan ever since he was a kid. When he would sing at Karaoke bars, he would sing Elvis's songs. People started asking him to sing at their weddings, birthday parties, and more. Thus, "My Tribute to Elvis" was born. Although Darrin mostly performs in Michigan, he has also performed in Canada, Ohio, Iowa, and Las Vegas. Wherever he performs, Darrin always delivers a fabulous tribute with as much love and understanding for Elvis he possibly can.

Gemini, the raucous duo of twin brothers, San and Laz, have been entertaining families and "kids" of all ages for 20 years. They are esteemed enough to have performed with orchestras in music halls, and on

stages of every size and shape all over the US. The DDA is planning to pair this tremendous talent with our community favorite Ice Cream Social event. The DDA Director still gets caught singing a tune heard during a years-ago performance enjoyed by her twins, "Hey Mr. Stingy Man." Please make time to take a moment to listen on YouTube for a happy that will get you through any day.

This list of performers offers so much variety, cultural diversity and just fun to the residents of Imlay City and all guests who visit our downtown. Each of the artists/groups we are working with appeals to the masses and has a following which will also bring new visitors to our downtown, creating opportunities to share our quaint atmosphere and friendly community. The DDA is extremely excited to be working on the programming for 2024. Something old, something new, always something fun to do!

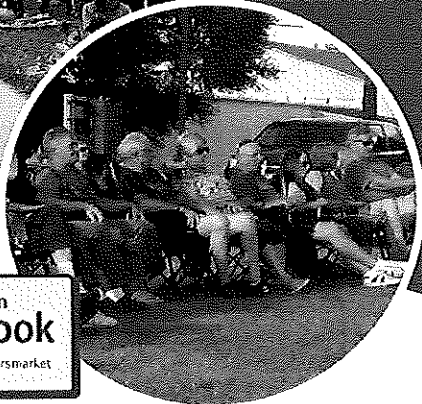
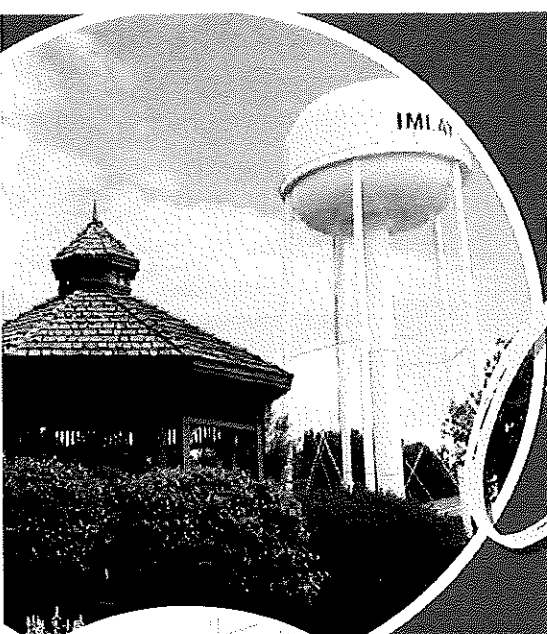
Imlay City Downtown
Development Authority's
2024 Summer

Concerts in the PARK

Grab your favorite lawn chair or
picnic blanket and join us in

LAMB STEELE PARK
Downtown Imlay City

Tuesday evenings
7:00 pm - 8:30 pm



MORE CONTACT INFO:

www.icdda.com or call 810-724-2135

THIS YEARS LINE UP:

- JUNE 18 **Full Circle Project** - easy classic rock
- JUNE 25 **Lapeer Symphony Orchestra**
- JULY 9 **Bob Marshall Band** - country western
- JULY 16 **Trabuca y Son** - Latino
- JULY 23 **Acoustic Ash** - motown activism
- JULY 30 **Gemini** - family fun duo
- AUG 6 **Elvis Tribute** - shake rattle & roll
- AUG 12 **3rd Degree Burns** - local youth rock n roll



Follow our Facebook page "Downtown Imlay City" for inclement weather announcements



AGENDA ITEM NB 7b: Michigan Arts & Culture Council Community Partners Grant Our Past Creates our Future... “I AM Imlay City”

DATE: July 31, 2023

TO: DDA Board Members

FROM: Christine Malzahn, DDA Executive Director

Background: The Community Partners grant program is a competitive grant program that exists to strengthen communities by encouraging them to work collaboratively with artists and culture bearers to explore cultural traditions/heritage and share in the creative process of arts and culture where the collaboration is integral to daily lives and is valued as a tool for community development. Grants from \$10,000 to \$20,000 with a cash or in-kind match are available for qualifying applications.

Each Community Partners Project must include the following project goals:
Bring people together in Michigan communities...Encourage authentic dialogue resulting in meaningful collaborations between community members, artists and/or culture bearers, civic, municipalities, arts/cultural, human service, neighborhoods, business sector and other organizations and groups.
Determine what is unique and important to each community...Identify and define activities that preserve, sustain, curate, teach, create, or share important traditions that benefit a cultural traditional/heritage as it relates to a community as well as the Stewardship and awareness of cultural traditions.

Share in the creative processes of arts and culture as a tool for exploring community change...Engage community members in examining and exploring those community subjects/themes from above through active participation in projects focusing on the creative processes.

Items Attached: Grant Submission Packet

Action Needed: Pass the motion(s) as recommended or amended per board discussion.

Recommended Motion: Motion to authorize Director Malzahn to submit the MACC \$10,000 Community Partners Grant application as drafted.



FY24 MACC Grant Application

Your user profile is complete. Click the icon to make any updates.

Grant Number: 24CP9456

Type of Application: FY24 Community Partners

Organization Details

Organization Name: IMLAY CITY DOWNTOWN DEVELOPMENT AUTHORITY

Other Common Name:

IRS Tax ID: 38-600-7180

UEI Sam.gov: VLSMUXEJ32X6

Organization Status: 08 Government - Municipal

Institution: 99 None of the Above

Discipline: 02 Music

Physical Address: 150 N. Main Street

City: Imlay City

State: MI

Zip Code: 48444

Phone: (810) 724-2135

Website: icdda.com



FY24 MACC Grant Application

ADA Information

Americans with Disabilities Act (ADA) Information

Facilities and PROGRAMS accessible to persons with disabilities: Yes

ADA evaluation of your organization's facilities and programs been conducted: No

Date Completed: //

Staff and volunteers are trained in the organization's accessibility policies: Yes

Name of 504/ADA Coordinator: Christine Malzahn

Contact Details

Project Director: Christine Malzahn

Title: DDA Executive Director

Address: 150 N. Main Street

Address 2:

City Imlay City

State MI

Zip: 48444

Phone (810) 724-2135

Email ddadirector@imlaycity.org



FY24 MACC Grant Application

Project Details

Department: Downtown Development Authority

Request Amount

\$10,000

Project Description

Enter a description about the project. This description should describe what the organization plans to DO with the grant.

Project's Primary Discipline

Multi-disciplinary

Type of Activity

Public art/ percent for art

Project Primary Counties. Select county or counties.

Lapeer, Sanilac, St Clair



FY24 MACC Grant Application

Expenses

Employee Expenses

Type	MACC Grant Funds	Organization Funds	In-Kind Support (if allowable by program)	Total Employee Expenses
Administrative	\$0	\$3,000	\$1,000	\$4,000
	\$0	\$3,000	\$1,000	\$4,000

Non Employee Expenses

Expense	MACC Grant Funds	Organization Funds	In-Kind Support (if allowable by program)	Total Non-Employee Costs
	\$8,000	\$5,500	\$0	\$13,500
	\$8,000	\$5,500	\$0	\$13,500

Additional Project Expenses

Expense	MACC Grant Funds	Organization Funds	In-Kind Support (if allowable by program)	Total Additional Project Expenses
marketing	\$2,000	\$500	\$0	\$2,500
	\$2,000	\$500	\$0	\$2,500

Other Expenses

Expense	MACC Grant Funds	Organization Funds	In-Kind Support (if allowable by program)	Total Other Expenses

Expenses Totals

	MACC Grant Funds	Organization Funds	In-Kind Support (if allowable by program)	Total
Employee Expenses	\$0	\$3,000	\$1,000	\$4,000
Non Employee Costs	\$8,000	\$5,500	\$0	\$13,500
Additional Project Expenses	\$2,000	\$500	\$0	\$2,500
Other Expenses	\$0	\$0	\$0	\$0
Total Expenses	\$10,000	\$9,000	\$1,000	\$20,000



Revenue

Revenue - Earned

Revenue Earned	Amount
Ticket sales/Admissions	\$0
Tuition	\$0
Contracted Services	\$0
Total Revenue Earned	\$0

Revenue - Unearned (Corporate, Foundation, Private Support)

Corporation Name	Amount
Foundation Name	Amount
Private Support	Amount
Private Donations	\$0
Unearned Corporate, Foundation, Private Support	Amount
Total	\$0

Revenue - Unearned (Government Support - Federal, State, Local)

Federal - Government Support	Amount
State - Government Support (do not include MACC grant)	Amount
Local - Government Support	Amount
Government Support	Amount
Total	\$0

Revenue - Other Unearned Revenue (not listed above)

Other Unearned Revenue (not listed above)	Amount
Other Unearned Revenue (not listed above)	Amount
Total	\$0

Revenue Totals

	Amount
In-Kind Revenue (added from expenses)	\$1,000
MACC Grant Request	\$10,000



FY24 MACC Grant Application

Total Cash Match	\$0
Total Cash Revenue	\$10,000
Total Project Revenue	\$11,000



FY24 MACC Grant Application

Narrative/Attachments

ATTACHMENT 1 – PROPOSAL NARRATIVE

1. Artistic/Cultural Merit

The Imlay City Downtown Development Authority (DDA) will be presenting an eight-week concert series in Lamb Steele Park, located in downtown Imlay City, during the months of June, July and August. More than two hundred community members are expected to attend each ninety-minute event. The Concert Series is an annual event hosted by the DDA and is a summer activity the community embraces.

The DDA takes great pride in offering a Concert Series that presents quality performances from professionals who are passionate about music and art and provide a true cultural experience to the Imlay City community. This year's performances will once again offer a wide range of musical genres and family entertainment. Performers are high school students and seasoned veterans of the stage and perform rock, Latin and contemporary pop, country, bluegrass and classical tunes. The performers are family-friendly, engaging and encourage audience participation whether it is dancing on the park's lawn, singing along to the music, creating a work of art, or aiding in a magic trick.

Many of this year's selected artists are award-winning and have performed on national TV and stages throughout Michigan, the United States and the world. For 2024, the Imlay City DDA will be using two of its concerts to entertain our Latino community, which makes up more than 30% of our demographic. We will be tailoring one of the concerts to contemporary genre of Latin music and one for the more classical Latin music listener (maybe mariachi). In aligning our performance schedule for 2024, the Lapeer Symphonia Orchestra is being courted for either the very first, or last concert of the Series. This particular event in our Series is being planned specifically for the younger (12-18) crowd and we are planning to bring to the stage as a soloist, a student musician from the Imlay City performing Arts Center.

2. Community Impact

The Summer Concert Series is supported by the Imlay City community through every stage of development and implementation. For example, the Imlay City DDA Director, Board and Assistant to the Director are very interested in representing the broad tastes of our community. The entire DDA Board of Directors, along with our DDA businesses and their employees are instrumental in the promotion of the series and members of the organizations attend the variety of performances. The locally owned newspaper is very supportive of the Concert Series and publishes weekly press releases highlighting the upcoming acts. Local merchants display promotional posters, distribute flyers, attend the concerts and volunteer during the events. It is truly a community-wide effort.

Choice One Bank annually sponsors an ice cream social, and plans are already percolating for this year's event. Volunteers from the bank are on hand serving ice

cream to over 500 attendees. This event is one of our most popular of the series, in part because of the commitment shown by the employees of Choice One Bank.

During many concert seasons, the Ruth Hughes Memorial Library has participated by hosting games and crafts for children. They are excited to again be a partner in this year's Concert Series. We are proud to work alongside our Senior Center. During inclement weather, concerts are moved to the Lamb Steele Building occupied by the Lapeer Senior Services. The hospitality of Lapeer Senior Services and the tremendous accommodations have been instrumental in creating a welcoming atmosphere despite the times when Mother Nature wields her upper hand. The DDA looks forward to collaborating with Lapeer Senior Services and Ruth Hughes again during the 2024 Concert Series.

The City of Imlay City's inner departments are extremely supportive and helpful. For example, the Department of Public Works ensures the park's lawn is manicured each week and that the gazebo that houses the performers is always in tip-top shape.

Imlay City, population 3,500, is located within the County of Lapeer where residents are severely underserved in the areas of art and cultural affairs. Residents have little opportunity or exposure to arts within the community as Imlay City does not have an art museum (Flint, 35 miles) or performance theatre (Lapeer, 15 miles). Therefore, the Concert Series is extremely valuable, as it offers an opportunity for the community to experience live music and engage in performances without having to travel any lengthy distance. The majority of attendees are from Imlay City however visitors from local communities (Lapeer, Oxford, Brown City, Capac) do attend, as well as followers of the acts that perform. We do foster an expectation that our performers also advertise our events to those that follow them, bringing more economic opportunity to Imlay City. The Imlay City Concert Series is well attended by all age groups because of the variety of programming offered.

The Imlay City Downtown Development Authority is responsible for the revitalization of the downtown district. A healthy downtown retains and creates jobs and produces a stronger tax base. A revitalized downtown increases the community's options for goods and services, whether for basic staples or for less traditional functions such as entertainment. Finally, revitalized downtowns are symbols of community caring and a high quality of life, factors that influence corporate decisions to locate to a community.

In order to assist in the revitalization of the downtown district in Imlay City, the DDA is responsible for creating promotions like the Summer Concert Series. Successful placemaking plans utilize culture as a key element. The Summer Concert Series draws 200+ people to downtown on a weekly basis. As a result, visitors will shop, grab a bite to eat and stroll downtown before and after the shows, thus helping our local business owners and economy.

All performers are Michigan-based allowing for 100% of the artist fees to stay within the state. Several acts are Lapeer County residents keeping the financial benefits even closer to home.

3. Implementation

The concerts begin at 7pm, are 90 minutes in length and free of charge to the public. The concerts will be located at Lamb Steel Park within traditional downtown Imlay City. The park has a beautiful lawn for spectators, a gazebo with electricity and a landing for performances. Lamb Steele Park is easily accessible to the community and plenty of convenient parking is available. Also, in the case of rain, the DDA has secured permission to use Senior Center as an alternative location. Both the park and the Senior Center have plentiful and easily accessible parking facilities. A restroom is located within easy walking distance from the park and there are facilities within the Senior Center. All accommodations are handicapped accessible.

The 2024 Concert Series will be held Tuesday evenings, opening June 16 and closing with a performance on August 20. No performance is scheduled for Tuesday, July 2 or 30 due to the nations Independence Day celebration and Eastern Michigan State Fair which is held in Imlay City. Also, to contribute to the festive atmosphere, concessions are sold during the shows by local civic organizations, such as high school band/athletic boosters, robotics teams, The Lions Club, VFW, Rotary, and the like. The venues also allow for audience members to sit as close as 10 feet to the performers.

The Imlay City DDA anticipates a wide array of marketing activity ensuring that both the Imlay City and surrounding communities are made aware of the events occurring in the downtown. Marketing plans will be implemented beginning in May of 2024 and include, but are not limited to, advertisement of the Concert Series through glossy 11x17 posters distributed at businesses and through the schools, posting of events on community web-sites, calendars and digital boards, advertisement through the use of local print and radio media, and the distribution of fliers, posters, press releases, and community newsletters advertising each concert. The DDA has a website (www.icdda.com) which promotes the summer event and a Facebook page (presently over 6000 followers) which promote each individual event.

The Imlay City DDA has already contracted the artists for this summer's performances. Contracts were fully executed by the City and artists in December 2023. Marketing will begin after the performances have been finalized with the majority of marketing concentrated in May and June.

All performers are paid at the time of the concert with a check issued by the City of Imlay City. The director of the DDA and a representative from the musical act agree

upon the rate of compensation and this sum is clearly stated in the contract both parties sign before the date of the performance.

4. Management

Christine Malzahn, DDA Director for Imlay City, will oversee the project. The DDA Director has a 15+ year history of successfully coordinating public events for not-for-profit organizations, both as a 501c3 owner and board member, and currently as part of a municipality team. This experience includes auditioning and booking entertainers, promoting activities through a variety of mediums, as well as coordinating all aspects of the special events. Mrs. Malzahn also has experience in program analysis and evaluation as well as producing final grant reports.

The Imlay City DDA Board of Directors is a committed group of 9 volunteers. Members represent business owners, employees of local merchants, residents of the city and the mayor. All board members are active and engaged in the community and donate countless volunteer hours, services and products to the many activities sponsored by the DDA. Board members are involved with many organizations and committees, including Imlay City Rotary Club, Parks and Recreation, Imlay City Eagles, Friends of the Polly Ann Trail, Relay for Life, and the Michigan Busker Festival. Most Board members are residents of Imlay City who have personal relationships with their customers and attendees of the Concert Series, for many are literally neighbors.

ATTACHMENT 4 – STAFF AND CONTRIBUTORS BIOS

STAFF:

Christine Malzahn, Downtown Development Authority Director for Imlay City, will oversee the Our Past Creates Our Future – “I AM Imlay City”, an interactive series of art installations to commemorate Imlay City's history and ethnicities project. She will be responsible for organizing contributed material, completing work orders, marketing and promoting the series. She will also be working directly with the media company, the print production facilities and the installation team. The DDA Director has a 15+ year history of successfully coordinating public events for not-for-profit organizations, both as a 501c3 owner/director and board member and, currently as part of a municipality team. This experience includes promoting activities through a variety of mediums, as well as coordinating all aspects of the special events. She has planned, promoted and executed special events for many organizations, including St. Baldricks, local Goodfellow events, as well as fundraising for local communities. Her experience also includes successfully working with volunteers, city councils, departments and committees.

Patti Biolchini, DDA Market Manager and Promotions Assistant, will be assisting as promotions coordinator Our Past Creates Our Future – “I AM Imlay City”, an interactive series of art installations to commemorate Imlay City's history and ethnicities project. Mrs. Biolchini is a respected member of the DDA team and considered an invaluable partner. Patti is energetic and an exemplary complement and partner to the Director with whom she shares a passion for the Imlay City community and sensitivity to the demographics. Mrs. Biolchini has education and experience in marketing and promotion, as well as disciplines in accounting and bookkeeping. As the Director's assistant, Mrs. Biolchini also acts as a liaison between the contributors and the DDA. Mrs. Biolchini will be present at the installation reveal to assist with set up and tear down, along with the availability to meet any special needs of any guest/attendee.

CONTRIBUTORS:

Imlay City has very diverse and wide-reaching community organizations actively operating here in the area. Each of these, mostly volunteer based agencies, function to serve a unique group of patrons. Building strategic partnerships with these groups with the focus on creating, and maintaining long-term partnerships is the key to helping the DDA achieve its goals. With this goal in mind we will be collaborating with and documenting some of the historical knowledge that these groups retain.

Marilyn Swihart – curator of the Imlay City Museum, local historian and author. Mrs. Swihart's new book, “So Many Stories to Tell: A Glimpse into Imlay City's Past”, was written in honor of Imlay City's sesquicentennial as her own historical narrative.

The museum itself is owned and operated by the Imlay City Historical Commission, which collects, preserves, and interprets the heritage of the Imlay City area and instills an

appreciation of local history through exhibits and educational programs. It is located in the historic Grand Trunk Railroad depot at 77 Main Street in Imlay City. The museum is open April through December on Saturdays from 1 to 4 p.m. and staffed by volunteers. The museum is divided into thematic sections that transport you to different segments of the area's history. Whether it is doctor office equipment, memorabilia or vignettes of bed chambers or a sample parlor filled with period furniture, visitors have plenty to peruse. Other sections are devoted to everything from music ephemera, to kitchen goods to radios, and personal grooming items.

Lourdes Emke – director of the Imlay City Hispanic Service Center. At the Imlay City Hispanic Service Center (HSC) their efforts are focused on actions and programs designed to provide access to information, assistance, resources, activities and support to ALL Lapeer County Residents. HSC provides and offers charitable assistance and education to individuals, families, and communities, to nearly 2,500 people yearly. HSC does so with an emphasis on encouraging and promoting multicultural integration and personalized assistance to individuals and families in areas of betterment, health, housing, family unity, immigration, employment and economic empowerment. They strive to consistently provide the highest quality of service to all with integrity and respect for the dignity and rights of those they serve.

Robert Conrad – Commander, Veterans of Foreign Wars, VFW Post 2492.

Robert Conrad is a long-time Imlay City resident and recipient of several distinguished military honors. Under his leadership, for their exemplary community service during the year 2020-2021, VFW Post 2492 members and Auxiliary earned 1st place honors in their division for the Michigan Department of Veterans of Foreign Wars Community Service Award.

Stu Davis – Veteran, Imlay City Historian, Downtown Development Authority Board Member, local photographer. Mr. Davis is a resident of Imlay City and serves on the DDA board of directors and Imlay City Parks and Recreation and Planning Commission. Now retired, he is a member of the VFW and very active in a local nature center's organization. He is an avid photographer and a member of the Seven Ponds Camera Club. Mr. Davis is a tremendous supporter of downtown businesses and activities and received the 2014 Chamber of Commerce "Merit Award" for his service to Imlay City.

Imlay City Community Schools Fine Arts Program – Under the direction of Superintendent of School Dr. Stu Cameron, fine arts teacher Mr. Greg Irwin, has been teaching art at ICS for over two decades. During that time, his students have won hundreds of regional, state, and national awards. Some of their accolades include the Congressional Art Competition, Detroit Free Press Art Competition, and Federal Junior Duck Stamp Competition. The common denominator for all of their art program is a highly focused and encouraging platform for artistic learning.

iAM *Lansing City*

**Artwork
here**



scan the QR code to listen to the audio clip history of this item.



Artist rendering proposed for project



Example of current Hometown hero banner placement in the Imlay City Streetscape



AGENDA ITEM NB 7c: RFP Professional Services

DATE: July 31, 2023

TO: DDA Board Members

FROM: Christine Malzahn, DDA Executive Director

Background: The DDA has expressed interest in obtaining a comprehensive community assessment. The final receivable of such assessment will be a defined series of steps that the DDA can implement to assist with its goals and objectives.

In alignment with our purchasing policy, such services need to be received through a formal request for proposal.

Items Attached: Request for Proposal Draft

Action Needed: Pass the motion(s) as recommended or amended per board discussion.

Recommended Motion: Motion to authorize Director Malzahn to publish the RFP for Professional Services as drafted.



City of Imlay City
Downtown Development Authority

REQUEST FOR PROPOSAL:

PROFESSIONAL SERVICES

Issuance Date: August 1, 2023

Response Deadline: September 1, 2023 Submit

Proposals to: Christine Malzahn
DDA Executive Director
150 N. Main St
Imlay City, MI 48444

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To All Interested Professional Firms;

The City of Imlay City Downtown Development Authority (DDA) is seeking the services of consulting companies in developing a focused strategic development plan for the community.

Enclosed is an outline of the proposed project for the DDA. Please review the information and prepare a proposal that covers the following information.

- a. **Firm history and experience in rural planning efforts.**
- b. **Project Participants:** Please outline the individuals from your firm who would be involved with the proposed project. Include any history of rural development work and the types and scope of the implemented projects.
- c. **Timeline:** Please include a detailed timeline with your proposal. While there is a certain amount of flexibility related to the timing of the project, we would like to have the efforts completed as expeditiously as possible.
- d. **Approach to developing the plan and involving the community in the project, including number of meetings and participants to those meetings.**
- e. **Fixed fee costs.**
- f. **Deliverables:** At the end of the planning project, it is anticipated that a strategic plan and implementation framework will be delivered to the City of Imlay City Downtown Development Authority. The final requested format will be a 'pdf' (Adobe Acrobat) file, and eleven (11) hard copies plus an in-person presentation at a public meeting. If there are any variations from this, there must be a written request with a documented response from the DDA. Please note your ability to present the completed planning documents in this format.

All proposal submissions must include 11 printed hard copies to the DDA offices at 150 North Main Street, Imlay City, Michigan 48444, no later than 10:00 am on September 1, 2023.

Bid openings will be held at Noon on September 1, 2023 at 150 North Main Street, Imlay City, Michigan 48444.

The City of Imlay City Downtown Development Authority retains the right to accept or reject any or all proposals.

History of the Project

The Imlay City Downtown Development Authority has a rich and vibrant history. Anchored in agriculture, the community has developed commercial growth along the M-53 corridor and adjacent Industrial Park area. Deterioration of the downtown appearance has led to the closing of retail stores and eateries that are located in the traditional downtown area of Imlay City. With the increased globalization of agriculture, on-line shopping trends and a slowing economy there has been more and more pressure on local businesses leading to layoffs and closures.

The economic turmoil has led the DDA to reevaluate its goals and develop a plan to move into the future. The issue that the community seeks to address are how to encourage new and substantial growth within our traditional downtown. The project seeks to develop an understanding of the available local resources within the community, buildings, transportation infrastructure, water and sewer etc...so that the community can build on its existing resources and hopefully develop a long-term growth strategy that will create jobs, tax base and destination businesses that will entice residents and visitors alike.

Objectives

The objectives of the proposed planning project are to evaluate the current economic status of the DDA, understand and evaluate current DDA utility infrastructure, analyze trends within the community, region, state and nation and then recommend a structured development plan that will include implementation steps and potential funding sources with emphasis on grant opportunities.

By achieving the objectives outlined above, the DDA will be able to aggressively develop a growth agenda that will utilize available resources and build a base for future growth.

Specific Project Activities and Tasks

The proposed project will be initiated by the consultant and a steering committee made up of members of the DDA Council, the Imlay City Planning Commission, Imlay City Parks and Recreation Board and City Management. This will allow for maximum community input and shorten the lines of communication within the DDA. Exact membership will be decided upon at a later date.

The first step in the process is to review the recent past economic activity within the community. This will allow for a thorough understanding of the factors that should be considered in the development of the implementation plan, historic development patterns, location issues etc..

The second step in the process will include an assessment of the current conditions in the DDA. This will include both physical conditions and economic conditions. With broad input from the community this step in the process will be crucial. A careful review of all aspects of the community population characteristics, existing land use, housing, retail, industry, services, health care, will allow for the development of a focused development plan and an effective utilization strategy for existing resources.

The third step in the proposed project will be the evaluation of the issues that could impact community development. This step will include, downtown store vacancies, downtown themes and improvements, and county level information and proposed land use plan.

The fourth step is to look at existing parks, greenspace and recreation facilities to develop opportunities for improvement, maintenance and future uses of those areas.

The fifth step is to prepare locational criteria and future land use classifications to serve as the basis for future zoning decisions within the central business district.

The sixth and final step of the proposed planning effort will be to concretely define a series of steps that the community can take to deal with the deficits, build the assets and to create a structured development plan that will allow the DDA to move forward. This section of the plan will include options for the community, suggested implementations steps, including possible changes in zoning and potential funding sources.

The final report will document the steps outlined above, but focus on the final step, that of development options and implementation strategies.

Instruction – Terms & Conditions

AWARD OF CONTRACT/REJECTION OF PROPOSALS

The contract to provide the DDA Professional Services for each service area will be awarded to the applicant who, solely with the discretion of the Imlay City Downtown Development Authority (DDA), is determined to be most responsive to meeting the needs of the DDA.

The DDA reserves the right to negotiate terms as needed to improve elements of any proposal to best meet the needs of the DDA, including total bid cost.

The DDA reserves the right to reject any or all proposals, waive technicalities, and make the award which is in the best interest of the DDA. All materials submitted with response become the property of the DDA upon receipt and will not be returned. The applicant(s) to whom the award(s) is made will be notified at the earliest possible date. All applicants submitting proposals will be notified of the decision.

Proposal Questions and Clarifications

Questions and requests for clarification may be submitted through August 31, 2023. Proposers should submit requests via email or in writing to:

Christine Malzahn,
Executive DDA Director
150 N. Main St.
Imlay City, MI 48444
ddadirector@imlaycity.org

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AGENDA ITEM NB 7d: DDA Sub-Committee Creations

DATE: July 31, 2023

TO: DDA Board Members

FROM: Christine Malzahn, DDA Executive Director

Background: Chairman Walt Barga has asked for discussion on sub-committee formations. The following is a discussion list of ideas. Also included for your consideration is the broader Four Pillar approach used in other communities under the MainStreet USA program.

1. Farmer's Market committee (reporting directly to Patti)
 - a. Assisting with set up of the weekly events.
 - b. Assisting with semi promotion of the market.
 - c. Researching for additional vendors to fill voids.
 - d. Etc.

2. Concerts in the Park Committee (reporting directly to the executive director)
 - a. Arrange set up on Tuesday.
 - b. Provide electrical cords, signage
 - c. Introduction of groups.
 - d. Hand out of literature
 - e. Etc.

3. Business District Liaison Committee
 - a. Assist with visiting storefronts and report back to director.
 - b. Include visits to M53 and M21 corridor businesses.
 - c. Hand out newsletters, literature.
 - d. Etc.

Items Attached: MainStreet Four Point Approach information sheets

Your Roadmap to Revitalization

Every community and commercial district is different, with its own distinctive assets and sense of place. The Main Street Approach™ offers community-based revitalization initiatives with a practical, adaptable framework for downtown transformation that is easily tailored to local conditions. The Main Street Approach helps communities get started with revitalization, and grows with them over time.

Main Street Fundamentals

- The Main Street Approach is centered around Transformation Strategies. A Transformation Strategy articulates a focused, deliberate path to revitalizing or strengthening a downtown or commercial district's economy.
- A program's work on Transformation Strategies should be organized around the Four Points: Economic Vitality, Design, Promotion, and Organization.
- A revitalization program's work – and its Transformation Strategies – need to be informed by a solid understanding of local and regional market data, and sustained and inclusive community engagement.

What Are the Four Points?



What Are Transformation Strategies?



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Transformation Strategies – generated through meaningful community engagement and informed by an analysis of the district's market position — help to guide a revitalization program's work. An effective Transformation Strategy serves a particular customer segment, responds to an underserved market demand, or creates a differentiated destination.

Some "ready-to-use" strategies — called Catalyst Strategies — fall into two broad categories: those that are focused on a specific customer segment and those that are focused on an industry, product, or service segment.

Examples include:

- Workers and Residents
- Elder Friendly and Aging-in-Place
- Family-Friendly
- Agriculture Center
- Arts (performing and visual)
- College Town
- Convenience Goods and Services
- Entertainment and Nightlife
- Knowledge Economy

Transformation Strategies are implemented through comprehensive work in four broad areas, known as the **Four Points**.

ECONOMIC VITALITY focuses on capital, incentives, and other economic and financial tools to assist new and existing businesses, catalyze property development, and create a supportive environment for entrepreneurs and innovators that drive local economies.

[Learn more >](#)

DESIGN supports a community's transformation by enhancing the physical and visual assets that set the commercial district apart.

[Learn more >](#)

PROMOTION positions the downtown or commercial district as the center of the community and hub of economic activity, while creating a positive image that showcases a community's unique characteristics.

ORGANIZATION involves creating a strong foundation for a sustainable revitalization effort, including cultivating partnerships, community involvement, and resources for the district.



AGENDA ITEM NB 7e: Ice Cream Social – August 22nd Entertainment

DATE: July 31, 2023

TO: DDA Board Members

FROM: Christine Malzahn, DDA Executive Director

Background: Choice One Bank is generously sponsoring an ice cream social from 6:00 pm – 7:30 on Tuesday August 22. The re-scheduled Bob Marshall Band concert performance is that evening from 7:00 – 8:00 pm as well.

DDA Director Malzahn is recommending that one or two kid-friendly performers be contracted to provide entertainment to the attendees prior to the band kickoff at 7:00 pm

Items Attached: none

Action Needed: Pass the motion(s) as recommended or amended per board discussion.

Recommended Motion: Motion to provide additional entertainers on August 22nd in the amount not to exceed \$500.