

**IMLAY CITY
DOWNTOWN DEVELOPMENT AUTHORITY**

Regular Meeting
May 13, 2024
MEETING MINUTES

A regular meeting of the Downtown Development Authority was held on Monday, May 13, 2024, at Imlay City Hall, 150 North Main Street, Imlay City MI 48444.

1. **CALL TO ORDER**
Chair Walt Barga called the meeting to order at 5:35 pm
2. **PLEDGE OF ALLEGIANCE**
3. **ROLL CALL** – Director Malzahn called the roll:
Present Stu Davis, Kim Jorgensen, Neil Docherty, Walter Barga, Steve Robbins
Absent: Justin Shattuck, Mayor Joi Kempf
Quorum Present
4. **CORRESPONDENCE** – Hispanic Services Center - received.
5. **SPECIAL PRESENTATION** – none
6. **COMMITTEE REPORTS**
City Services Negotiating Committee – Chair Barga provided an update on a scheduled meeting date for Monday May 20th.
MOTION by Davis, supported by Docherty to have committee members consist of Barga, Robbins, and Jorgensen.
All in Favor 5 / Nays 0 - **MOTION CARRIED UNANIMOUSLY**
7. **CONSENT AGENDA**
MOTION by Davis, supported by Docherty to approve the consent agenda items including:
Meeting Agenda; Regular Meeting Minutes April 8, 2024; Financial Reports through April 30, 2024.
All in Favor 5 / Nays 0 - **MOTION CARRIED UNANIMOUSLY**
8. **PUBLIC PARTICIPATION** – none
9. **OLD BUSINESS** – none
10. **NEW BUSINESS**
 - A. **77 N. Main Historical Society Façade Grant Application**
The Board reviewed a funding request submitted by the Historical Museum for a façade grant to help pay for new signage on their annex building.
MOTION by Davis, supported by Robbins to approve the Façade Grant Application for the matching amount requested \$678.12.
Roll Call: AYES – Davis, Robbins, Docherty, Jorgensen, Barga
NAYS – none
MOTION CARRIED 5/0

B. 535 N. Cedar - Silver Grill Façade Grant Application

The Board reviewed a funding request submitted by the Silver Grill for a façade grant to help pay for new signage for their restaurant in the amount of \$5000. Diane Gavrilovski and her husband Ken were present to answer questions. They are seeking a façade grant to help pay for new signage that will be on the building and on the pole mount in their current parking lot. Director Malzahn noted that \$1500 is the capped amount allowed under the façade grant program.

MOTION by Davis, supported Jorgensen to approve the Façade Grant Application for Silver Grill at the amount of \$1,500 for new signage.

Roll Call: AYES –Davis, Jorgensen, Robbins, Docherty, Bargaen

NAYS – none

MOTION CARRIED 5/0

C. 325 N. Cedar – Groomology Façade Grant Application

The Board reviewed a funding request submitted Natalie Lewis, new owner of Kelly’s Pet Salon location. She is seeking to install a new face change signage to the existing sign located at 325 N. Cedar Street.

MOTION by Davis, supported by Robbins to approve the Façade Grant Application for Groomology signage in the amount of \$201.00.

Roll Call: AYES – Davis, Robbins, Jorgensen, Docherty, Bargaen

NAYS – none

MOTION CARRIED 5/0

D. Four County Community Foundation Grant Award

The DDA received notice on April 29, 2024, that the grant submitted on behalf of the DDA by Director Malzahn was awarded. The grant submission was for the design and manufacturing of 3 custom bike racks/community information signs. The application requested \$8,000 with a \$8,000 match from DDA funds for this public improvement project.

The three installation locations are TBD, but it is suggested the one be located near the pool, on the corner of Fourth and Almont, and near the bump out on Third and Bancroft. Todd Mackenzie was present to seek input from the board on what type of creative art elements they would like to see. The Board considered using the IC school logo, pickles, blueberries, and trains.

MOTION by Davis, supported by Docherty to enter into the grant agreement and begin production for the three-bike rack/community information kiosks.

Roll Call: AYES –Davis, Docherty, Robbins, Jorgensen, Bargaen

NAYS – none

MOTION CARRIED 5/0

E. Consumers Energy Grant Award

Director Malzahn pitched the “Our Past Creates Our Future – I AM Imlay City” project on Monday, April 29th during the Consumers Energy Put Your Town on the Map competition. The project submitted by Malzahn to Consumers Energy was one of 80 applications, narrowed to 10 finalists, and presented during the competition as one of 9 communities represented. Imlay City won 1st place and \$25,000 for its innovative placemaking project. This project is an interactive video/audio walking tour art display. It will showcase our historical figures, current contributors, and future leaders.

Now that the project has been funded, the next steps are being developed to identify the 80 storytellers that will be featured so that production can begin. An intake application has been created and Malzahn is seeking the formation of an ad-hoc committee with representation from the DDA, City Commission, Parks and Rec Commission, Historical Museum, Chamber of

Commerce, Library, and Hispanic Services Center to help solicit nominations and review submissions to identify the 80 storytellers.

MOTION by Davis, supported by Robbins to approve the I AM Imlay City application, appoint Walt Barga as DDA representative on the review committee and authorize Director Malzahn to begin production work on the project.

Roll Call: AYES –Davis, Robbins, Jorgensen, Docherty, Barga

NAYS – none

MOTION CARRIED 5/0

F. DDA Billboard Lease & Fee Schedule

Outfront Media rep Jack Tany has notified director Malzahn of an increase in poster production costs for the DDA billboard space. The monthly rent will continue to be invoiced at \$764 per month with an increase in poster production cost of \$100 (applicable when the image changes).

Director Malzahn has received requests from the city administration to continue securing this space for advertising purposes, as well as requests for businesses outside of the DDA district to utilize it for their temporary campaigns or campaigns not associated with DDA sponsorship.

MOTION by Robbins, supported by Docherty to approve the continuation of billboard space as provided by OutFront Media to the DDA, charging sponsors within the DDA District \$700 per 4-week period (subsidized), sponsors outside the DDA District \$864 per 4-week period (actual cost), and Director Malzahn discretion over artwork.

Roll Call: AYES –Robbins, Docherty, Barga

NAYS – Davis, Jorgensen

MOTION CARRIED 3/2

G. Irrigation Contract 2024-2025

The DDA issued an RFP for Irrigation Services in the downtown district in 2022 for a period of one year. Per the bid document, additional years are allowed to be negotiated, and as such a contract extension was approved in the year 2023. Director Malzahn recommended that an additional contract extension with the current provider, AquaTurf, be extended to include the term April 2024-April 2025.

MOTION by Davis, supported by Docherty to approve a one-year contract extension with AquaTurf for irrigation services as outlined in the agreement.

Roll Call: AYES – Davis, Docherty, Robbins, Jorgensen, Barga

NAYS – none

MOTION CARRIED 5/0

H. Johnny's Place Open Invoice

In March 2023 Johnny's Place utilized the DDA billboard space to advertise its restaurant for 8 weeks March 20th-May 14th. Invoice #8816 was created in miscellaneous receivables showing a total amount due of \$1200. This invoice is still outstanding. Johnny's Place has since closed, and owner Wanda Wilson has filed for bankruptcy. Director Malzahn noted that the billboard sponsorship was the responsibility of the restaurant operator, not the property owner and suggested that the fee be waived instead of being placed on the building owner's property tax liability.

MOTION by Davis, supported by Robbins to waive the outstanding invoice for the DDA billboard in the amount of \$1200

Roll Call: AYES – Davis, Robbins, Docherty, Jorgensen, Barga

NAYS – none

MOTION CARRIED 5/0

I. Lapeer County Press “Welcome To Summer” Ad

The Lapeer County Press is soliciting ads for its premier summer edition. Previously the DDA has advertised both the concert series and the farmers market in a side-by-side full page advertisement inviting readers to come and visit Imlay City. The Board discussed advertising in newspapers may not be targeting the right audience. Jorgensen noted that the cost per inch was very high compared to the TCT. Instead of a full page she recommended that the ad be reduced to a ¼ page.

MOTION by Jorgensen, supported by Robbins to approve a 1/4-page ad in the Lapeer County Press “Welcome to Summer” publication in the amount of \$403.

Roll Call: AYES – Jorgensen, Robbins, Docherty, Davis , Bargaen

NAYS – none

MOTION CARRIED 5/0

j. Trash Receptacle Replacement

Director Malzahn reported that one of the new trash receptacles that was located near Heavenly Sweets was taken out of service due to a fire. No person or property (other than the trash can) was injured during the event, but IC Fire did respond to the call. Malzahn reported the incident to the insurance agency and filed a claim.

Payment from MML of \$652.70 for the claim has been received, requiring a replacement unit to be ordered. Director Malzahn noted that several of the older steel cans are showing signs of aging and is recommending that a total of 3 units be ordered during this fiscal year cycle.

MOTION by Davis, supported by Docherty to approve the purchase of 3 trash receptacles in the amount of \$2689.62.

Roll Call: AYES – Davis, Docherty, Robbins, Jorgensen, Bargaen

NAYS – none

MOTION CARRIED 5/0

k. Fourth Street Municipal Parking Lot Repairs / Signage

On May 7th City Commission awarded the bid to a contractor to resurface the municipal parking lot located behind King & King Accountant directly abutting the grassy pocket park area behind the buildings on Almont Avenue. Currently, there are no signs designating the parking area as “public parking” or reserved spaces for handicapped accessibility. Director Malzahn is recommending that the DDA assist the city with this project with funding for new signage.

MOTION by Davis, supported by Robbins to approve the purchase of municipal and handicapped parking signage for the public parking area located behind King & King Accountants in an amount not to exceed \$500

Roll Call: AYES – Davis, Robbins, Docherty, Jorgensen, Bargaen

NAYS – none

MOTION CARRIED 5/0

H. Imlay City Purchasing Policy Updates

The city administration is recommending that the City of Imlay City’s purchasing policy be updated. The version currently in effect was previously adopted in 2007. This updated policy, if approved, would be in effect for all department heads, including the DDA. As such, Director Malzahn, is seeking Board approval to follow the guidelines as provided in the policy.

MOTION by Davis, supported by Jorgensen to adopt the City of Imlay City Purchasing Policy as amended and adopted by City Commission.

Roll Call: AYES – Davis, Jorgensen, Robbins, Docherty, Bargaen

NAYS – none

MOTION CARRIED 5/0

I. Memorial Day Flags & Banners

Director Malzahn reported that she has purchased flags again this year for the Imlay City area cemetery veteran's grave markings in the amount of \$178.00. DDA staff was working to arrange for the Lapeer Teen Work Group to assist with the installation of the flags but has not received confirmation from the VFW if assistance is needed.

Director Malzahn asked the Board if they would like her to arrange for the Hometown Hero Banners to be installed by the DPW, as part of this year's Memorial Day celebration.

MOTION by Jorgensen supported by Davis to install the Hometown Hero Banners for a limited time period.

Roll Call: AYES – Jorgensen, Docherty, Davis, Robbins, Bargaen

NAYS – none

MOTION CARRIED 5/0

Robbins left the meeting at 6:45 pm

11. DIRECTORS REPORT

Malzahn presented her written report in the meeting packet for May 2024. She also reported that the new message board sign is expected to be installed around June 10th and that GreenScape Solutions will begin spring planting work this week.

Market Manager Maupin gave an update on her work noting that she has begun mailing applications for this season to interested vendors. She has spent time cleaning and organizing the office. She has also arranged for the Lapeer Teen Workgroup to be on site this Tuesday to assist her with clean-up work in the parks.

12. CLOSED SESSION - for the purposes of property purchase consideration

MOTION by Davis, support by Docherty to enter into closed session at 6:55 pm

All in Favor 5/ Nays 0 - **MOTION CARRIED UNANIMOUSLY**

RE-ENTER REGULAR SESSION AT 7:20 PM

MOTION by Docherty supported by Davis to authorize the DDA to loan the Imlay City Façade Corp up to \$85,000 for phase one of the property purchase as discussed in closed session.

Roll Call: AYES –Docherty, Davis, Bargaen

NAYS – Jorgensen,

MOTION CARRIED 3/1

13. PUBLIC PARTICIPATION – none

14. BOARD MEMBER COMMENTS – none

15. ADJOURNMENT

MOTION by Davis, supported by Jorgensen to adjourn the meeting at 7:30 pm

All in Favor 5 Ayes/Nays 0 - **MOTION CARRIED UNANIMOUSLY**

Next Regular DDA Board meeting date: Monday, June 10, 2024, at 5:35 PM

Respectfully submitted by: _____

Christine Malzahn, DDA Executive Director

DDA APPROVED: 6/10/2024

CITY COMMISSION APPROVED: