

IMLAY CITY
DOWNTOWN DEVELOPMENT AUTHORITY

Informational Meeting
July 8 @ 5:00 PM

INFORMATIONAL MEETING MINUTES

A special meeting of the Downtown Development Authority was held on Monday, July 8, 2024, at the Imlay City Hall, 150 North Main Street, Imlay City MI 48444.

1. CALL TO ORDER

Chairman Barga called the meeting to order at 5:10 pm

2. PLEDGE OF ALLEGIANCE

3. ROLL CALL – Executive DDA Director Malzahn called the roll:

Present: Walter Barga, Stu Davis, Kim Jorgensen (arrived at 5:12 pm), Steve Robbins (arrived 5:15 pm)
Neil Docherty (arrived 5:18 pm)

Absent: Justin Shattuck, Mayor Joi Kempf

4. APPROVAL OF AGENDA

MOTION by Davis, support by Robbins to approve the agenda as presented.

All in Favor 4 / Nays 0 - **MOTION CARRIED UNANIMOUSLY**

5. PUBLIC PARTICIPATION – none

6. NEW BUSINESS

a. Bi-Annual Information Meeting Material

Director Malzahn presented the informational material packet she created and led the Board and meeting attendees through the 12-page document. Highlights included:

The State of Michigan requires that Downtown Development Authorities hold two “informational meetings” per calendar year. Informational meetings are held for the purpose of informing the public of the goals and direction of the authority, including projects to be undertaken in the coming year. Our DDA by-laws mandate that our informational meetings will be held in July and December to be aligned with the State requirement.

Malzahn authored the report and will present it. Her overview will primarily focus on DDA-highlighted activities from January 1, 2024 to present with a few notes on 2023 activities.

The current DDA TIF plan can be accessed via a scan of the QR code on the front page. Imlay City adopted a TIF plan in 1985, it was updated and re-adopted in 2014 for a 30-year term. It is this plan that determined the base taxable value rate when the plan was created that now allows for the DDA to capture 2.5 mills off the growth in property value of the initial values. That is how the DDA is funded.

On page 2 is a map of the DDA TIF District boundaries highlighted in red, that area is where the DDA captures its funding.

Also, on page 2 is the DDA vision statement and a quick recap of Stats from Jan 1 – through June 30, 2024, showing that the DDA held 6 regular monthly meetings. They sponsored 2 concerts in the park so far this summer with a great turnout last week to hear the mariachi band.

The DDA district welcomed three new businesses: Grooming by Miranda, JG's Used Book Store, and Heavenly Sweets.

Not mentioned in the packet is the DDA-owned building at 150 Bancroft Street. While currently unoccupied and listed for sale, the DDA hosted rent-free Collection Connection through March 2024.

Page 3 provides a list of Goals and Direction taken from the TIF plan and shows the areas focused on last year. 13 out of 19 goals, prioritized last year have been completed, 4 are still listed as “work in progress” with the remaining 2 not yet initiated. Completed projects include:

- Utilizing the billboard space on Cedar Street to market our events a local business.
- Maintenance and updates to our icdda.com website.
- Management of the Imlay City Façade Corporation.
- Retail incubation program @ 150 POP
- Develop print materials to market downtown activities.
- Collaborated with Lapeer Development Corp on marketing vacant buildings.
- Hosted 8 concerts, 28 weekly Farm Markets, and co-hosted WinterFest event with the Chamber of Commerce.
- Worked with the DFW to replace the brick paver areas along Third Street and Almont Ave.
- Purchased trash receptacles, pet waste disposal systems.
- We engaged with Giffells Webster to learn about their Next Steps for Downtowns Program.
- We submitted 5 grant applications, including a \$1.2 million dollar request to fund a community pavilion structure.
- We issued an RFP for professional services to assist us with a market study to help determine an appropriate business mix, to identify recruiting strategies and for plan creation to revitalize the downtown area.

On page 4 is an overview of the data gathered in the community master plan survey and additional stakeholder input gathered at our SWOT (Strengths, Weaknesses, Opportunities, and Threats) community engagement activity that we held as part of our June 2024 Board meeting. Pictured in the right-hand column are several problems that were identified including vacancies, limited dining options, attracting people/businesses to downtown, lack of retail, and lack of attractions/park spaces, and in the red text a few possible solutions that were generated during the evening.

Malzahn took all that data and studied the current TIF plan to prioritize goals and direction for moving forward in the second half of 2024 and 2025. With both the TIF plan and the stakeholder input compared, page 5 shows a list of projects that overlap both sectors. With assistance from Wade Trim Community Planner, Caitlyn Habben, she and I will develop strategies that will guide the DDA toward a revitalization of our downtown.

Page 6 shows events that are currently being planned for the rest of 2024. Note that some of the dates are still subject to change.

A comprehensive breakdown of the approved 2020-2025 budget is on page 6. Anticipated revenues totaling \$355,400 are shown with the majority of funding coming through the TIF tax capture for Imlay City coming in at just over \$230,000.

Anticipated expenditures match revenues with the largest chunk of the budget spent on DDA employees and then streetscape/beautification at just under \$60,000.

In April the Board acted regarding Lapeer County Special Voted Mileages. On the bottom of page 6 you see noted that we have confirmed opt-out status, not capturing the Lapeer EMS millage until 2026. We will however begin to capture the Lapeer Public Safety, Senior Services and Veterans special voted millages (pending voter approval) with the condition of entering into revenue-sharing agreements with those groups operating within Imlay City city limits to gift back to them 100% of the actual capture, which should total around \$40,000.

Grants are the focus on page 8. The DDA has submitted 5 grant funding applications since July totaling nearly \$1.3 million. 4 of our submissions have been awarded, totaling \$79,000. The remaining grant application, submitted to Senator Gary Peters's office has been moved on to committee for further consideration and is still pending approval.

The DDA administers a Façade Grant program of its own. Since January 1, 2024, the DDA has approved 4 façade grant applications totaling \$4279 for exterior building improvements and signage.

Wrapping up this report on pages 9-11 is data from our website showing we had just over 3.8k visitors to our site since January 1, 2024, with 2.1k hits using a Google search and 764 direct visits.

Stats for our DDA social media sites (Downtown Imlay City, Imlay City Farmers Market) show a combined reach of over 27,000 viewers and a new surge in Instagram followers since the DDA Intern Ruby has re-activated that account.

Malzahn noted that the DDA is quite active and engaged in this community, the DDA is also compliant with all required reporting at the local and State levels and maintains a very open and transparent website with all budget documents, meeting agendas, minutes, and complete board packets updated every month.

Our ICDDA website also hosts information on opportunities for residents to participate in some community programs like the Hometown Hero Banners, Memorial Paver Bricks, façade grants and info on the fun stuff like the Farmer Market, Summer Concert series, and Winterfest.

7. PUBLIC PARTICIPATION

None heard

8. **BOARD MEMBER COMMENTS** - none

9. **ADJOURNMENT**

MOTION by Davis, support by Docherty to adjourn the meeting at 5:30 pm

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

Respectfully submitted by: _____
Christine Malzahn, DDA Executive Director

DDA APPROVED: APPROVED 8/12/24

CITY COMMISSION APPROVED: