

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

REGULAR MEETING JANUARY 13, 2025
5:35 P.M.

Walter Bargen, Chair
Neil Docherty, Vice Chair
Kim Jorgensen, Secretary
Stu Davis, Treasurer
Joi Kempf, Board Member

Justin Shattuck, Board Member
Steve Robbins, Board Member
Jessica Montoya, Board Member
John Genord, Board Member
Barbara Yockey, Mayor

AGENDA

1. CALL TO ORDER
2. PLEDGE OF ALLEGIANCE
3. ROLL CALL
4. **CONSENT AGENDA** – (pgs 3-17)
 - AGENDA
 - MEETING MINUTES: Informational Meeting and Regular Meeting December 9, 2024
 - FINANCIAL REPORTS: through December 31, 2024
 - DDA Expenditure Report, Check Register Report
 - DDA Credit Card Statement; Balance Sheet; City Allocated Expense Report
5. CORRESPONDENCE – (none)
6. SPECIAL PRESENTATION (none)
7. COMMITTEE REPORTS
8. PUBLIC PARTICIPATION
9. **UNFINISHED BUSINESS:**
 - A. Municipal Parking Lease Renewals (pgs 19-22)
 - B. City Services MOU update (pgs 23-25)
10. **NEW BUSINESS:**
 - A. 150 Bancroft Incubator Space Request (pgs 27-32)
 - B. Business Spotlight Podcasts (pgs 33-35)
 - C. Social District Proposal & Management Plan (pgs 37-58)
 - D. WinterFest 2024 Financial Report (pgs 59-60)
11. **CLOSED SESSION** – For the purpose of property acquisition (if needed)
12. EXECUTIVE DIRECTOR’S REPORT (pgs 61-67)
13. PUBLIC PARTICIPATION
14. BOARD MEMBER COMMENTS
15. ADJOURNMENT

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Consent Agenda

DATE: **January 13, 2025**

TO: DDA Board Members

FROM: Christine Malzahn, DDA Executive Director

Items Attached:

- a. Meeting Agenda
- b. Meeting Minutes
 - December 9th Informational Meeting
 - December 9th Regular Meeting
- c. Financial Reports – Ending December 31, 2024
 - DDA Expenditure Report = \$ 33,612.27
 - Check Register Report = \$ 25,239.73
 - Credit Statement – Dec 2024
 - Ending Fund Balance Sheet = \$ 277,708.32
- d. Spreadsheet of FY 2024-25 monthly City administrative transfers –
 - December Totals \$5,106.65

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

Recommendation: Motion to approve the consent agenda items as presented.

**IMLAY CITY
DOWNTOWN DEVELOPMENT AUTHORITY**

Informational Meeting
December 9 @ 5:00 PM
INFORMATIONAL MEETING MINUTES

A special meeting of the Downtown Development Authority was held on Monday, December 9, 2024, at the Imlay City Hall, 150 North Main Street, Imlay City MI 48444.

1. CALL TO ORDER

Chairman Bargaen called the meeting to order at 4:58 pm

2. PLEDGE OF ALLEGIANCE

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

Present: Stu Davis, Justin Shattuck, John Genord, Kim Jorgensen, Chair Walter Bargaen, Mayor Barbara Yockey (arrived 5:01) Steve Robbins (arrived 5:02 pm), Joi Kempf (arrived 5:05 pm)

Absent: Neil Docherty, Jessica Montoya

4. APPROVAL OF AGENDA

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

All in Favor 6 / 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 in an effort to be aligned with the State requirement.

The current DDA TIF plan you can scan the QR code on the front page and it will take you right to that document on our website icdda.com. Just in case anyone is not familiar with the acronym TIF, it stands for Tax Increment Financing. Imlay City City Commission adopted our 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.

If you turn to page 2 you will see a map of the DDA TIF District boundaries highlighted in red, that area is where the DDA captures its funding from.

A comprehensive breakdown of our approved 2024-2025 budget is on page 3. It shows a balanced budget with revenues and expenses totaling \$355,400. According to the monthly financials provided at our regular meetings – actual revenues through November 30th are at 27.40% (with tax bills just being issued so we should see an increase in revenue in Jan and Feb) and actual expenditures are at 43.17% so we are trending right in alignment with the budget.

The three largest areas of expense in the budget are revenue sharing with the city and city service expenses that we fund at roughly 32%, DDA employee's wages and benefits at 29%, and streetscape/beautification at just under 16%. On the revenue side the majority of funding is coming through the TIF tax capture for Imlay City coming in at 73%.

This past April the Board acted regarding Lapeer County Special Voted Mileages. On the bottom of page 3 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 with the condition of entering into revenue-sharing agreements with similar entities operating in and around Imlay City, to gift back to them 100% of the actual capture. All three of those millages total around \$40,000.

On page 4 you will find our mission statement and vision statement, which is taken right from the 2014 City approved TIF plan. Our plan is a 30-year plan so we 20 years or so to continue working on it.

I'd like to highlight and read for you an excerpt about the DDA from the TIF plan. It reads: *"The authority was established in 1976, the Imlay City Downtown Development Authority is under the supervision and control of a board consisting of a chief executive officer of the municipality and no less than eight, nor more than twelve members as determined by the governing body of the municipality.*

The function of the authority is to propose, finance and implement public improvements in the downtown development district. The Imlay City Downtown Development Authority is ultimately responsible for the revitalization of the downtown district as it is defined by Imlay City ordinance."

Continuing on page 4 there is a quick recap of stats for 2024, showing that the DDA held 11 regular monthly meetings, and 1 special meeting. We sponsored 8 summer concerts in the park, held 14 Farmers Market Thursdays, and worked with the Chamber of Commerce to bring two events to downtown – Merchant Trick or Treat Party and WinterFest 2024.

The DDA district welcomed five new businesses: Grooming By Miranda, El Ranchito, JG's Used Book Store, Heavenly Sweets, J&J Liquidations. We are eagerly anticipating the re-opening of Third & Main and Vanguard Sports Memorabilia later this month, and Meesch's Ice Cream in the spring.

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.

Grants are the focus on page 5. The DDA has submitted 6 grant funding applications in 2024 totaling over \$13.2 million. 4 of our submissions have been awarded, totaling \$79,000. Unfortunately, Senator Gary Peters's office was unable to move our grant further at the Federal level, and we are awaiting the outcome of the newest Four County Community Foundations application for \$12 million from the EPA Community Resilience grant. If funded this would bring much-needed financial assistance to those economically challenged, it would also enlarge and enhance the Hispanic Services Center space and service abilities and it would build our new Community Resilience Pavilion in the Farmers Market area.

The DDA administers a Façade Grant program of its own. Since January 1, 2024, the DDA has approved 8 façade grant applications totaling \$14,854 for exterior building improvements and signage. With a new application for a \$5,000 request on your agenda at our Dec Meeting.

Page 6 provides a list of Goals and Direction taken from our TIF plan and shows the areas we focused on in 2024. As you see, 20 out of 26 goals we prioritized last year have been completed, 6 are still active and listed as "work in progress". Our list of projects include:

- Renewed Lease and advertised on billboard located on M-53 (Cedar Street).
- Maintain and upgrade the DDA website as needed.
- Assist the city in becoming a Redevelopment Ready Community (ongoing but we did complete roughly 12 tasks)
- Promoted and managed the Imlay City Façade Grant Program.
- Leased and Advertised Retail Incubation Program @ 150 POP
- Created a new downtown marketing plan and print materials.
- Collaborated with other local organizations including the Chamber of Commerce, Lapeer Development Corporation, Rotary Club, Lapeer County Ed-Tech, & Imlay City Community Schools, Lapeer County DDA's
- Hosted special events that draw people into the community including Farmers Market; Concert in the Park Series, and WinterFest.
- Replace deteriorated directional signage on MDOT roads.
- Replaced the electronic message board sign on Cedar Street.
- Developed the I AM Imlay City Community Storytelling project
- Replaced brick paver areas along Third & Almont Ave.. with additional grinding of raised areas as needed.
- Purchased additional trash receptacles, pet waste disposal systems for parks and downtown areas
- Designed custom bike racks and way-finding kiosk (the creations are still in manufacturing, but I'm told they should be completed soon).
- Re-striped, signed and performed maintenance on municipal parking lot behind King & King.
- Worked with the MEDC to engage assistance programs they offer to expand business recruitment.
- Held round-table meetings with area developers to discuss mutual goals for the city.
- Worked with Wade-Trim Community Planer Kaitlyn Habben to engage community stakeholders and determine needs in the downtown area.
- Created a "Downtown Day" promo video in partnership with the Almont and Lapeer DDA's.

- Continued discussions with CN Railroad for improvements to the viaduct including additional lighting, painting & beautification of the embankments. (This is on-going as we wait for labor costs to come from CN employees to perform the work)
- Researched available Facade Improvement grants (this is on-going as we work to get shovel ready projects approved in advance of our 3.0 grant submission in January).
- Listed property for sale to generate additional revenue for use on blighted building remediation.
- Worked with EGLE for Third Street city-owned properties. We are still in negotiations with city leadership on purchase to help remediate the blighted properties.
- Applied for 2 community placemaking grants for funding of a pavilion structure.
- Worked to re-activate 1 re-development liquor license, and transfer of 1 escrowed resort license.
- Issued RFP too solicit proposals on city owned Third Street properties.
- Hired summer intern to increase social media presence and cross-market the DDA events in Spanish

On page 7 you see excerpts from our TIF Plan and the projects that have been prioritized for 2025. They include:

- Working to assist Planning and Zoning to achieve Redevelopment Ready Community Status
- Engage in MainStreet USA Program
- ReDesign of website page for property listings
- Market Available Facade Grants
- Utilize newly created data sheet
- Apply for RAP 3.0 Funding for Imlay Facade Corp Building Redevelopment Program
- Expanded Constant Contact communications
- Facilitate quarterly stakeholder meetings
- Send out RFP for professional services for marketing services.
- Continue negotiations with CN Rail personnel
- Utilize MEDC RAP 3.0 Real Estate Development Grants
- Work to identify blighted properties that qualify for grant funding under IC Holdings Corp
- Work with City to create a new municipal parking lot on Third Street where the old sign shop is located
- Convert all downtown and municipal lots to LED lamps to maximum utility savings

Pages 8-10 provide you a snapshot of our online presence. Our website (icdda.com) shows we have a reach of 7.3k people with 13.4K views to our site since January 1, 2024. Google gives us the biggest hit in a browser search with 5.1k hits and 4.4k direct visits.

Stats for our DDA Facebook and Instagram pages (Downtown Imlay City, Imlay City Farmers Market) show a combined reach of over 100,000 viewers. This growth I believe was in part by hiring a dedicated marketing intern this past summer as you can see by the data spikes over those months.

Page 11 shows events that are currently being planned for the 2025. Note that some of the dates are still subject to change. But we are working on the Summer Concert Line-up, a 22-week (extended) farmers market season, along with the I AM IMLAY City project reveal, Downtown Day Celebration, Merchant Trick or Treating and WinterFest 2025.

Wrapping up the report is the new Imlay City data marketing sheet that I created. It contains some major demographic facts, highlights our location in proximity to major urban cities, and some fun facts about what makes Imlay City a great place to live, work, and do business.

7. PUBLIC PARTICIPATION

None heard

8. BOARD MEMBER COMMENTS - none

9. ADJOURNMENT

MOTION by Davis, support by Docherty to adjourn the meeting at 5:20 pm
All in Favor 6 / Nays 0 - **MOTION CARRIED UNANIMOUSLY**

Respectfully submitted by: _____

Christine Malzahn, DDA Executive Director

DDA APPROVED:

CITY COMMISSION APPROVED:

**IMLAY CITY
DOWNTOWN DEVELOPMENT AUTHORITY**

**December 9, 2024 Regular Meeting
MINUTES**

A regular meeting of the Downtown Development Authority was held on Monday, December 9, 2024, at Imlay City Municipal Offices, 150 N. Main Street, Imlay City MI 48444.

1. CALL TO ORDER

Chair Walt Bargen called the meeting to order at 5:21 pm

2. PLEDGE OF ALLEGIANCE

3. ROLL CALL – Director Malzahn called the roll.

Present: Justin Shattuck, Kim Jorgensen, Stu Davis, Steve Robbins, Joi Kempf, John Genord, Mayor Barbara Yockey, Chairman Walter Bargen

Absent: Neil Docherty, Jessica Montoya

Also Present: Chris Bishop

Quorum Present

4. CONSENT AGENDA

MOTION by Davis, supported by Robbins to approve the consent agenda items as presented.

Consent agenda items include:

- Meeting Agenda; Meeting Minutes: Nov 4th Special Meeting; Nov 4th Closed Session
- Financial Reports – Ending November 30, 2024
- DDA Expenditure Report = \$ 25,917.87; Check Register Report = \$ 15,216.42;
- Credit Statement – Oct & Nov; Ending Fund Balance Sheet = \$ 221,638.01;
- FY24-25 City administrative transfers; November Totals \$5,690.99

All in Favor 8 / Nays 0 - MOTION CARRIED UNANIMOUSLY

5. CORRESPONDENCE – none

6. SPECIAL PRESENTATION – none

7. COMMITTEE REPORTS

338 Third Street Negotiating Committee – Item will be discussed during IC Holdings Meeting

8. PUBLIC PARTICIPATION –

- Rob Mette presented on behalf of the IC Chamber of Commerce, claiming 100% ownership of 4 fire pits purchased in 2023 via check to Tractor Supply. The pits were used during WinterFest 2024 and were removed by Chamber members from municipal property after the event to be stored at their location. They will no longer need storage of their items (firepits, Santa chair, backdrop etc.).
- Michon Thompson spoke on behalf of Kaylee Kaeding, St. Paul Lutheran Church Youth Director thanked the DDA for the assistance at WinterFest during setup, she requested clearer communication going forward on dates/times, but that all went well during this year's event and they were pleased to participate.

9. **UNFINISHED BUSINESS**

None

10. **NEW BUSINESS**

A. 202 E. Third Street Façade Grant Application

John Lengemann submitted a Façade Grant Application (only one estimate was included) to the DDA. He is seeking funding for building exterior improvements in the amount of \$5,000.00. The Board reviewed the application.

MOTION by Genord, supported by Jorgensen to approve the Façade Grant request in the amount of \$5,000 as submitted.

Roll Call: AYES – Genord, Jorgensen, Shattuck, Kempf, Davis, Robbins, Yockey, Barga
NAYS – none

MOTION CARRIED 8/0

B. Revenue Sharing MOU – Public Safety

The DDA reviewed a Memorandum of Understanding that was drafted by Director Malzahn. The MOU establishes the terms and conditions under which the DDA will capture the revenue generated by the 1.45 mils Lapeer County Special Voted Public Safety millage within the DDA's Tax Increment Financing (TIF) District beginning in 2025 and transfer these funds as a gift to the ICPD. These funds will be dedicated exclusively to public safety improvements and services within the boundaries of the Imlay City TIF District. Director Malzahn recommended that the MOU be in effect for a single fiscal year.

MOTION by Davis, supported by Shattuck to authorize Director Malzahn and Board Chair Walt Barga to enter into a revenue-sharing agreement with the Imlay City Police Dept as presented.

Roll Call: AYES – Davis, Shattuck, Genord, Jorgensen, Kempf, Robbins, Yockey, Barga
NAYS – none

MOTION CARRIED 8/0

C. Revenue Sharing MOU – Senior Services

The DDA reviewed a Memorandum of Understanding that was drafted by Director Malzahn. The MOU establishes the terms and conditions under which the DDA will capture the revenue generated by the .3916 mils Lapeer County Special Voted Senior Services millage within the DDA's Tax Increment Financing (TIF) District beginning in 2025 and transfer these funds as a gift to the Imlay City Senior Center. These funds will be dedicated exclusively to support the local Imlay City seniors and their families within the city of Imlay City and Imlay Township. Director Malzahn recommended that the MOU be in effect for a single fiscal year.

MOTION by Yockey, supported by Jorgensen to authorize Director Malzahn and Board Chair Walt Barga to enter into a revenue-sharing agreement with the Imlay City Senior Center as presented.

Roll Call: AYES – Yockey, Jorgensen, Davis, Shattuck, Genord, Kempf, Robbins, Barga
NAYS – none

MOTION CARRIED 8/0

D. Revenue Sharing MOU – Veterans

The DDA reviewed a Memorandum of Understanding that was drafted by Director Malzahn. The MOU establishes the terms and conditions under which the DDA will capture the revenue

generated by the 1.850 mills Lapeer County Special Voted Veterans millage within the DDA's Tax Increment Financing (TIF) District beginning in 2025 and transfer these funds as a gift to the Imlay City VFW Post 2492. These funds will be dedicated exclusively to support the local Imlay City veterans and their families within the city of Imlay City and Imlay Township. Director Malzahn recommends that the MOU be in effect for a single fiscal year.

MOTION by Davis, supported by Robbins to authorize Director Malzahn and Board Chair Walt Barga to enter into a revenue-sharing agreement with Imlay City VFW Post 2492 as presented.

Roll Call: AYES – Davis, Robbins, Jorgensen, Shattuck, Genord, Kempf, Yockey, Barga
NAYS – none

MOTION CARRIED 8/0

E. Irrigation Services Proposals

The DDA reviewed proposals submitted to the RFP issued for Irrigation Services to assist with the sprinkler system infrastructure in the DDA District. Two submissions were received Aqua Turf (current provider) (\$600 start-up and winterization, \$80 hr for repairs as needed) and Techseven Company from Shelby Twp. (\$2280 start-up and winterization).

MOTION by Davis, supported by Genord to retain the services of Aqua Turf for the purpose of providing irrigation system services in the amount of \$600 annually and enter into a contract for a 3-year term ending December 31, 2027.

Roll Call: AYES – Davis, Genord, Robbins, Jorgensen, Shattuck, Kempf, Yockey, Barga
NAYS – none

MOTION CARRIED 8/0

F. Landscape / Annual Flowers Proposals

The DDA reviewed proposals submitted to the RFP issued for Landscape Services to assist with the annual flower plantings and maintenance in the DDA District. Two submissions received - GreenScape Solutions (current provider) (\$35,000 annual plantings, no submission for bid item #2 maintenance) and Fineline Landscape (\$36,785 annual plantings, \$11,500 maintenance = \$48,285). Director Malzahn recommended awarding the contract to Fineline for a 1-year contract to ensure that the flowers planted are warranted and maintained throughout the year.

MOTION by Yockey, supported by Jorgensen to retain the services of Fineline Landscape for the purpose of providing landscape services and annual flower planting in the amount of \$48,285 and enter into a one-year contract ending December 2025.

Roll Call: AYES – Yockey, Jorgensen, Genord, Robbins, Kempf, Barga
NAYS – Davis, Shattuck

MOTION CARRIED 6/2

G. Rotary Park Improvement Project

Director Malzahn presented an improvement concept plan for Rotary Park that she has worked to create with Dana Walker. The plan had been previously reviewed by the IC Rotary Club and the IC Parks & Rec, both organizations are in support of the project. The Imlay City Parks Master Plan does not have any long term plans to fund capital improvements to that park area in the DDA district.

The Board expressed interest and would be supportive but was concerned over committing to a specific dollar amount since the proposal did not contain final costs. Malzahn discussed the grant application processes stating that in order to apply, proof of matching funds is usually required.

MOTION by Jorgensen, supported by Genord to proceed with the Rotary Park improvement project, pending Parks Commission approvals, with a funding commitment of 10% of project costs.
 Roll Call: AYES – Jorgensen, Genord, Davis, Robbins, Shattuck, Kempf, Yockey, Borgen
 NAYS – none

MOTION CARRIED 8/0

Vice Chair Docherty arrived at meeting at 6:02 pm

H. Municipal Parking Lease Renewals

Director Malzahn asked for a discussion regarding DDA-facilitated lease agreements with several property owners for the use of their property as municipal parking that is set to expire in 2025. These leases allowed private parking areas, mainly behind the businesses on Almont Ave to be used for public parking. In exchange, the owners received maintenance and repairs to these areas. Joi Kempf talked about her properties on Depot Drive that were under a similar lease agreement but have since expired and the areas reverted to the property owners.

The Board requested better documentation of the areas in question to ensure that the cost borne by the city is beneficial to the public not just the property owners.

MOTION by Yockey, supported by Genord to table the lease renewals, pending review of detailed area maps and current building ownership.

All in Favor 9/ Nays 0

MOTION CARRIED UNANIMOUSLY

11. EXECUTIVE DIRECTORS REPORT

Director Malzahn provided her written report in the meeting packet for November 2024.

12. PUBLIC PARTICIPATION –

Rob Mette spoke on behalf of the IC Chamber of Commerce, regarding the fire pits again.

13. BOARD MEMBER COMMENTS

Mayor Barb Yockey commented on how great WinterFest was and the need for clear written agreements.

14. ADJOURNMENT

MOTION by Davis, supported by Genord to adjourn the meeting at 6:19 pm

All in Favor 9 Ayes/Nays 0

MOTION CARRIED 9/0

Next Regular DDA Board meeting date: Monday, January 13, 2025, at 5:35 PM

Respectfully submitted by: _____
 Christine Malzahn, DDA Executive Director

DDA APPROVED:

CITY COMMISSION APPROVED:

Use: RENE
DB: Imlay City

Fund 248 - DOWNTOWN DEVELOPMENT AUTHORITY
 GL NUMBER DESCRIPTION
 2024-25 ORIGINAL BUDGET 2024-25 AMENDED BUDGET YTD BALANCE 12/31/2024 MONTH 12/31/24 INCR (DECR) AVAILABLE BALANCE NORM (ABNORM) % BDT USED

248-000.000-402.000	REVENUE TAX REVENUE	324,000.00	324,000.00	70,624.56	0.00	253,375.44	21.80
248-000.000-560.000	WINTER FEST	3,000.00	3,000.00	590.00	25.00	2,410.00	19.67
248-000.000-573.000	LOCAL COMMUNITY STABILIZATION SHARE APP	20,000.00	20,000.00	18,333.53	0.00	1,666.47	91.67
248-000.000-665.000	INTEREST INCOME	0.00	0.00	0.86	0.00	(0.86)	100.00
248-000.000-675.001	ROTARY PARK DONATIONS	2,000.00	2,000.00	0.00	0.00	2,000.00	0.00
248-000.000-675.500	FARMERS MARKET REVENUE	4,000.00	4,000.00	4,460.00	0.00	540.00	86.50
248-000.000-675.600	DDA CONCERT SERIES	500.00	500.00	515.70	0.00	(15.70)	103.14
248-000.000-675.800	BRICK PAVERS/BENCHES	100.00	100.00	0.00	0.00	100.00	0.00
248-000.000-675.880	COMMUNITY PROMOTION REIMBURSEMENT	1,800.00	1,800.00	3,864.00	0.00	(2,064.00)	214.67
Total Dept 000.000 - REVENUE		355,400.00	355,400.00	97,388.65	25.00	258,011.35	27.40

248-265.000-921.000	BUILDING MAINTENANCE ELECTRICITY	1,500.00	1,500.00	146.91	30.70	1,353.09	9.79
248-265.000-923.000	HEAT	500.00	500.00	154.12	71.36	345.88	30.82
248-265.000-924.000	WATER & SEWER CHARGES	500.00	500.00	63.92	0.00	436.08	12.78
Total Dept 265.000 - BUILDING MAINTENANCE		2,500.00	2,500.00	364.95	102.06	2,135.05	14.60

248-705.000-703.000	UNALLOCATED ACTIVITY WAGES & SALARIES	50,600.00	50,600.00	26,956.21	4,653.84	23,643.79	53.27
248-705.000-706.000	HOURLY WAGES	15,000.00	15,000.00	7,089.00	1,309.00	7,911.00	47.26
248-705.000-706.011	HOURLY INTERN	0.00	0.00	1,440.00	0.00	(1,440.00)	100.00
248-705.000-710.000	BONUS PAY	1,000.00	1,000.00	0.00	0.00	1,000.00	0.00
248-705.000-713.000	DEFERRED COMP CONTRIBUTION	1,100.00	1,100.00	583.04	89.84	516.96	53.00
248-705.000-714.000	OPTICAL INSURANCE	500.00	500.00	581.77	581.77	(81.77)	116.35
248-705.000-715.000	SOCIAL SECURITY	4,500.00	4,500.00	2,765.90	424.32	1,734.10	61.46
248-705.000-716.000	HEALTH INSURANCE	23,000.00	23,000.00	12,355.74	2,059.29	10,644.26	53.72
248-705.000-717.000	LIFE/DISABILITY INS	750.00	750.00	403.86	67.31	346.14	53.85
248-705.000-718.000	RETIREMENT AND OPEB	3,000.00	3,000.00	1,009.88	155.48	1,990.12	33.66
248-705.000-721.000	PTO/VACATION PAY-OUT	3,000.00	3,000.00	1,898.57	(211.54)	1,101.43	63.29
248-705.000-727.000	OFFICE SUPPLIES	800.00	800.00	164.58	134.97	635.42	20.57
248-705.000-730.000	POSTAGE	200.00	200.00	38.03	6.20	161.97	19.02
248-705.000-740.000	OPERATING SUPPLIES	2,000.00	2,000.00	804.42	294.00	1,195.58	40.22
248-705.000-741.000	ADVERTISING	7,000.00	7,000.00	1,496.47	0.00	5,503.53	21.38
248-705.000-807.000	AUDIT FEES	1,000.00	1,000.00	817.37	0.00	182.63	81.74
248-705.000-815.000	DUES/MEMBERSHIPS	1,000.00	1,000.00	1,277.31	691.67	(277.31)	127.73
248-705.000-817.000	CONSULTING FEES	5,000.00	5,000.00	0.00	0.00	5,000.00	0.00
248-705.000-818.000	CONTRACTED SERVICES	5,000.00	5,000.00	1,198.07	249.95	3,801.93	23.96
248-705.000-826.000	LEGAL SERVICES	1,000.00	1,000.00	30.00	0.00	970.00	3.00
248-705.000-830.000	LIABILITY INSURANCE	200.00	200.00	974.90	0.00	(774.90)	487.45
248-705.000-831.000	WORKERS COMPENSATION	400.00	400.00	32.93	0.00	367.07	8.23
248-705.000-853.000	TELEPHONE EXPENSES	1,200.00	1,200.00	849.85	115.22	350.15	70.82
248-705.000-860.000	TRANSPORTATION & CONFERENCES	2,500.00	2,500.00	1,370.42	697.90	1,129.58	54.82
248-705.000-921.000	COMMUNITY PROMOTION	14,000.00	14,000.00	13,784.00	375.00	216.00	98.46
248-705.000-921.000	PRINTING & PUBLISHING	500.00	500.00	0.00	0.00	500.00	0.00
248-705.000-930.000	ELECTRICITY	35,000.00	35,000.00	22,314.79	4,707.43	12,685.21	63.76
248-705.000-930.000	MISCELLANEOUS REPAIRS & MAINT	12,000.00	12,000.00	19,790.99	8,091.50	(7,990.99)	164.92
248-705.000-931.000	STRETSCAPE MAINTENANCE	55,000.00	55,000.00	32,369.61	3,443.24	22,630.39	58.85
248-705.000-936.000	MISCELLANEOUS	4,000.00	4,000.00	3,965.10	259.45	34.90	99.13

Valley sign

User: RENE
DB: Imlay City

PERIOD ENDING 12/31/2024

GL NUMBER	DESCRIPTION	2024-25		YTD BALANCE 12/31/2024 NORM (ABNORM)	ACTIVITY FOR MONTH 12/31/24 INCR (DECR)	AVAILABLE BALANCE NORM (ABNORM)	% BDGT USED
		ORIGINAL BUDGET	AMENDED BUDGET				

Fund 248 - DOWNTOWN DEVELOPMENT AUTHORITY

Expenditures							
248-705.000-958.000	ADMINISTRATIVE/TRANSFER TO	35,000.00	35,000.00	0.00	0.00	35,000.00	0.00
248-705.000-973.000	DEVELOPMENT COSTS-UNALLOCATED	20,000.00	20,000.00	10,253.12	5,000.00	9,746.88	51.27
248-705.000-973.002	LEASES	1,300.00	1,300.00	1,271.00	0.00	29.00	97.77
248-705.000-973.006	DDA CONCERT SERIES EXP	12,000.00	12,000.00	6,652.92	0.00	5,347.08	55.44
248-705.000-973.008	BRICK/BENCH EXPENSE	100.00	100.00	0.00	0.00	100.00	0.00
248-705.000-973.100	LAPEER DEVELOPMENT CORPORATIO	6,250.00	6,250.00	6,250.00	0.00	0.00	100.00
248-705.000-973.300	FARMERS MARKET EXPENSE	10,000.00	10,000.00	4,294.01	0.00	5,705.99	42.94
248-705.000-973.560	WINTER FEST	4,000.00	4,000.00	1,749.74	314.37	2,250.26	43.74
248-705.000-973.600	ROTARY PARK EXPENSES	2,000.00	2,000.00	0.00	0.00	2,000.00	0.00
248-705.000-975.000	CAPITAL OUTLAY	12,000.00	12,000.00	132.34	0.00	11,867.66	1.10
Total Dept 705.000 - UNALLOCATED ACTIVITY		352,900.00	352,900.00	186,965.94	33,510.21	165,934.06	52.98
TOTAL EXPENDITURES		355,400.00	355,400.00	187,330.89	33,612.27	168,069.11	52.71

Fund 248 - DOWNTOWN DEVELOPMENT AUTHORITY:

TOTAL REVENUES	355,400.00	355,400.00	97,388.65	25.00	258,011.35	27.40
TOTAL EXPENDITURES	355,400.00	355,400.00	187,330.89	33,612.27	168,069.11	52.71
NET OF REVENUES & EXPENDITURES	0.00	0.00	(89,942.24)	(33,587.27)	89,942.24	100.00

Check Date	Bank	Check #	Payee	Description	Account	Dept	Project	Amount
Fund: 248 DOWNTOWN DEVELOPMENT AUTHORITY								
12/05/2024	HRA	1748	CHRISTINE MALZAHN	OPTICAL	714.000	705.000		581.77
12/05/2024	TRI	85901	AMY FORTI	WINTERFEST HOLIDAY MUSIC				581.77
				** VOIDED **				
12/05/2024	TRI	85908	FIRST NATIONAL BANK OF OMAHA	ELECTION ETC CLERK/TREASURER	815.000	705.000		0.00
12/05/2024	TRI	85911	FIRST NATIONAL BANK OF OMAHA	DPW FAMILY FARM & HOME HOME DEPOT	931.000	705.000		191.67
								191.67
								121.67
								159.36
								159.36
12/05/2024	TRI	85912	FIRST NATIONAL BANK OF OMAHA	DDA CONFERENCE SIGNS USPS CAVA	727.000	705.000		119.99
								6.20
								294.00
								740.000
								705.000
								705.000
								860.000
								705.000
								880.000
								705.000
								931.000
								705.000
								956.000
								705.000
								973.560
								705.000
								973.560
								705.000
				CHECK TRI 85912 TOTAL FOR FUND 248:				1,973.84
12/05/2024	TRI	85917	FRONTIER	HARD LINES	853.000	705.000		9.12
								9.12
								250.00
12/05/2024	TRI	85923	MTT TV	DDA DOWNTOWN DAY	880.000	705.000		250.00
								5,000.00
								5,000.00
12/05/2024	TRI	85937	THIRD STREET LOFTS	FACADE GRANT REIMBURSEMENT	973.000	705.000		8,091.50
								8,091.50
12/05/2024	TRI	85939	VALLEY CITY SIGN	FINAL PAYMENT ON SIGNS DDA	930.000	705.000		30.12
								30.12
12/10/2024	TRI	85955	DTE ENERGY	ELECTRIC-CHECK LOST SECOND CHECK	921.000	705.000		17.64
								17.64
12/10/2024	TRI	85956	DTE ENERGY	ELECTRIC-CHECK LOST SECOND CHECK	921.000	705.000		188.50
								188.50
12/10/2024	TRI	85960	DTE ENERGY	ELECTRIC-CHECK LOST SECOND CHECK	921.000	705.000		30.70
								30.70
12/10/2024	TRI	85962	DTE ENERGY	ELECTRIC- CHECK LOST SECOND CHECK	921.000	265.000		75.00
								75.00
12/12/2024	TRI	85968	AMY FORTI	WINTER FEST EQUIPMENT RENTAL	973.560	705.000		75.00
								75.00
12/12/2024	TRI	85975	DTE ENERGY	ELECTRIC-CITY & DDA	921.000	705.000		48.64
								771.90
								972.69
								2,344.47
								4,137.70
12/12/2024	TRI	85983	MICHIGAN DOWNTOWN ASSOCIATION	MEMBERSHIP DUES 10/01/2024 - 10/01/202	815.000	705.000		500.00
								500.00
12/12/2024	TRI	85989	RICOH USA, INC.	COPIER -NOV 2024	818.000	705.000		49.00



CITY OF IMLAY CITY
 Account number ending in 9672
 Transactions for billing cycle ending 12/26/24

TRANSACTION DETAIL

Transactions

Date	Post Date	Reference Number	Transaction Description	Credits (CR) and Debits
		<i>248 705 000 973 560</i>		
11-27		82301024331900015859239	SIGNS365.COM 800-2658830 MI	\$142.00
12-04		55432864338205770040219	IN *RAPID DEPLOYMENT P 586-5882403 MI	\$155.25
		<i>248 705 000 973 560</i>		
12-04		55436874339643391905770	MI CORPORATIONS DIV LANSING MI	\$10.00 ✓
		<i>248 705 000 740 000</i>		
12-04		85411174339026339008660	LATE FEE REV OMAHA NE	\$39.00 CR
12-11		85411174346023000232811	PAYMENT - THANK YOU	\$1,973.84 CR
12-16		85411174351026351017311	FINANCE CHARGE PUR REV OMAHA NE	\$24.35 CR

Charged

Charges for this period

\$0.00

Interest Charged

Interest Charge on Purchases	\$19.49
Interest Charge on Cash Advances	\$0.00
Interest Charge on Balance Transfers	\$0.00
Total Interest for this Period	\$19.49

Summary Your Annual Percentage Rate (APR) is the annual interest rate on your account (v) Variable rate (f) Fixed rate

	Annual Percentage Rate (APR)	Special Offer or Eligible Purchases APR Expiration Date	Balance Subject to Interest Rate	Days Rate Used	Interest Charge
Charges	18.24% (v)	NA	\$1,263.87	31	\$19.49
Cash Advance	30.49% (v)	NA	\$0.00	31	\$0.00

Total Year-to-Date

Charges Charged in 2024	\$0.00
Interest Charged in 2024	\$19.49

Contact Information

Contact us online
card.fnbo.com

Talk To Us
800-819-4249
We accept calls made through relay services (dial 711)

Mail Payments To
FNBO
P.O. Box 2818
Omaha, NE 68103-2818

Fund 248 DOWNTOWN DEVELOPMENT AUTHORITY

GL Number	Description	Balance
*** Assets ***		
248-000.000-001.200	CASH - CHECKING ACCOUNT	187,683.28
248-000.000-001.201	CASH - CHECKING HRA	215.98
248-000.000-001.210	CASH - CHECKING DDA	20,580.58
248-000.000-101.000	PREPAID - ASSET	2,114.34
Total Assets		210,594.18
*** Liabilities ***		
248-000.000-200.100	WAGES PAYABLE	512.19
248-000.000-202.000	ACCOUNTS PAYABLE	22,315.91
Total Liabilities		22,828.10
*** Fund Balance ***		
248-000.000-390.000	FUND BALANCE	277,708.32
Total Fund Balance		277,708.32
Beginning Fund Balance		277,708.32
Net of Revenues VS Expenditures		(89,942.24)
Ending Fund Balance		187,766.08
Total Liabilities And Fund Balance		210,594.18

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AGENDA ITEM UB 9A: Municipal Parking Lease Renewals

DATE: January 13, 2025

TO: DDA Board Members

FROM: Christine Malzahn, DDA Executive Director

Background: According to records City management entered into DDA-facilitated lease agreements with several property owners for use of their property as municipal parking. In exchange for public use, the owners received maintenance and repairs to these areas. The leases were for a term of 15 years and are set to expire in 2025.

Items Attached:

Almont Avenue Alley:

147 N. Almont Ave - Bee Gee's Family Shoes (*Current Tenant – Health Quest*)
(parcel #119-91-100-000-00) – expires August 23

121 N. Almont Ave. - Armando Conzales – (*Current Tenant – Armando's*)
(parcel # 119-90-500-000-00) – expires March 12

131 N. Almont - Antonelli Property Mgt. (*Current Tenant Counseling Center*)
(parcel #119-90-800-000-00) – expires February 16

137 N. Almont – Lynn Craig (*Current Tenant Crandall Accounting*)
(parcel #119-90-900-000-00) – expires August 26

143 N. Almont - Mr. & Mrs. Guerrero (*Current Tenant Heavenly Sweets*)
(parcel #119-91-000-000-00) – expires March 22

113 N. Almont - CSB Bank (*Current Tenant Hispanic Services Center*)
(parcel #119-90-300-000-00) – expires August 10

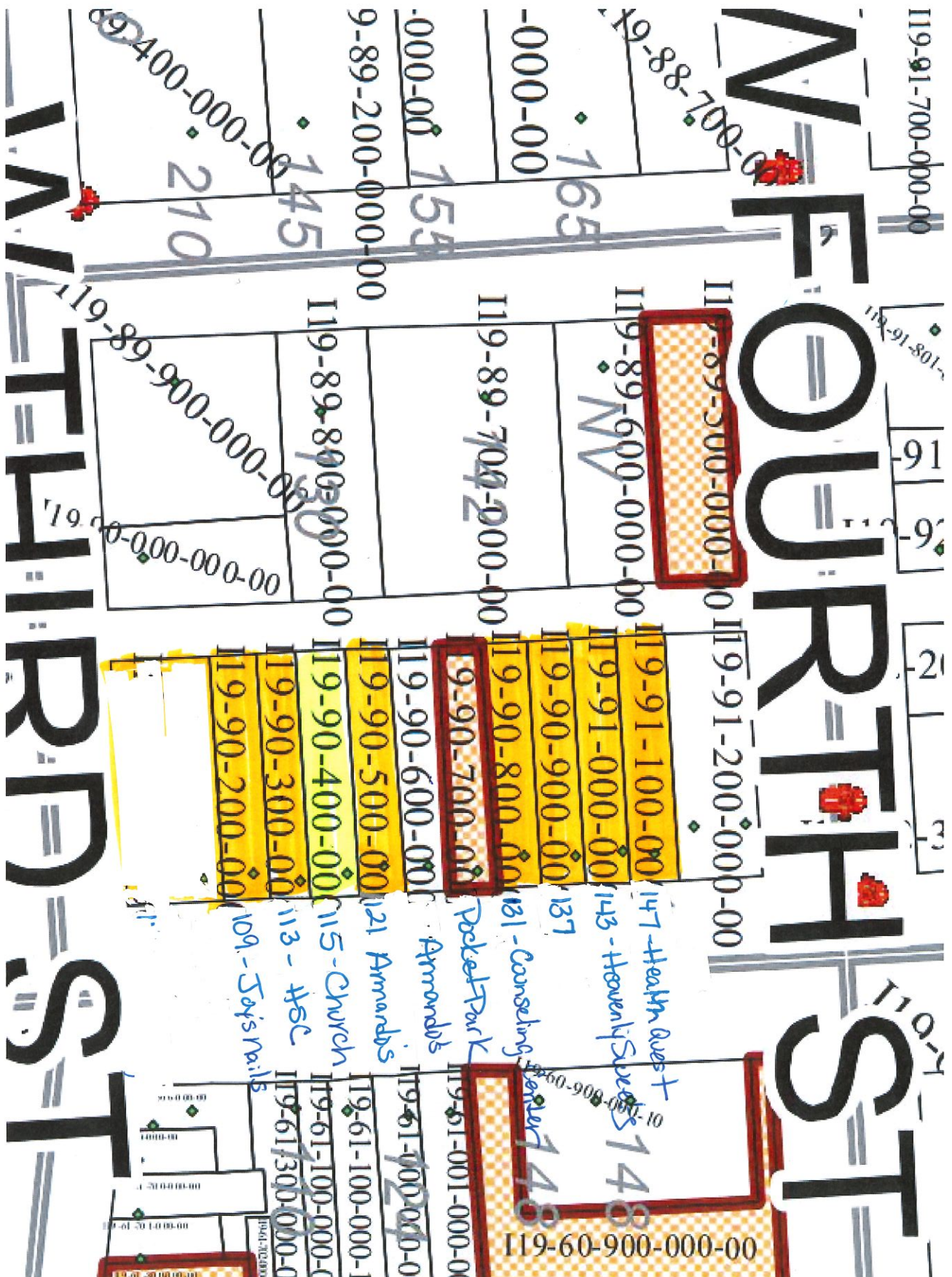
109 N. Almont - Janet O'Donnell (*Current Tenant - Joy's Nails*)
(parcel # 119-90-200-000-00) – expires March 3

Bancroft Municipal Parking Lot

201 E. Third Street - Jeff Johnson (Gem & Diamond)
(parcel #119-64-300-000-00) – expires September 1

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

Recommendation: Motion to pursue lease renewals with the property owner for an additional 15 years.





St

W 4th St

W 4th St

E 4th St

21

153

New Image Linen Service, Inc
Linens store



151

Total Urgent Care



N Almont Ave

160

141



142

Lapeer Christian Counseling
Lapeer Christian Counseling



129



130

Hispanic Service Center of Imlay City



119



170

Joy's Nails



160

101



Glamour Dog Groo

W 3rd St

W 3rd St

22

170

Bancroft St

160

Bancroft St

31

205

ware

213

E 3rd St

E 3



AGENDA ITEM UB 9b. City/DDA Revenue Sharing Memorandum of Understanding

DATE: January 13, 2025

TO: DDA Board Members

FROM: Christine Malzahn, DDA Executive Director

Background: The negotiating committee has met several times with city management and is recommending that Board agree to an administrative transfer of 15% of the total DDA annual city tax capture to help offset city borne costs associated with the downtown area. The revenue sharing will include services utilized by the DDA for city staff (bookkeeper, clerk/treasurer etc) plus office space. Furthermore the DDA agrees to continue to pay the monthly utility charges to operate the street lighting in the downtown area (but not those on municipal owned properties), monthly usage fees for office equipment, insurance coverage on all DDA assets, and for lawn care maintenance of the grass in the downtown area parks/depot drive.

Under this new MOU the DDA will now capture monthly interest income on its fund balance and will look to reduce utility costs by converting the downtown lights to LED.

Items Attached: Revised Memo of Understanding Agreement

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

Recommendation: Motion to reject the Revenue Sharing Agreement as presented.

Imlay City & Imlay DDA

Memo of Understanding Discussion Letter

Per the Audit records of the City of Imlay City, the Downtown Development Authority started sometime in **1985**. The primary reoccurring revenue for the DDA is the captured taxes from the City of Imlay City. The total revenues for the DDA in 1986 was **\$25,832**, in 1987 it was \$51,661 and it has been growing ever since.

For the year ending **June 30, 2014**, the Imlay City Commission and the DDA agreed to a reimbursement of the taxes captured from the city by the DDA back to the city of \$35,000. This \$35,000 represented **15.21%** of the \$230,056.89 captured from the City Taxes revenues by the DDA, and was meant to help cover the ever-increasing internal costs of operating a city.

Since that time cost have continued to increase, along with the amount of funding captured from the city by the DDA. The amount of City tax revenues captured from the city by the DDA for year ending June 30, 2024 was \$281,744.81. Using the same percentage rate as used in 2014, the amount reimbursed to the city should be **\$42,853.38**. The city and the DDA have agreed to an annual rate of **15%** of captured amounts effective July 1, 2024 which will equal **\$42,261.72** for fiscal year 2024/2025.

The city agrees that with the contribution from the DDA of captured taxes back to the city, that some cost incurred by the city within the DDA should not be charged to the DDA. Internal costs such as Police protection (\$300,000+), Fire protection (\$42,000+), Waste Water Treatment Plant utilization (40% of budget) and most Department of Public Works (direct extra \$30,000) and City Hall Services should be included, but there must be limits.

We feel that the **annual inflation adjusted amount** should only include internal cost. Meaning any outside direct vendors: DDA billboard, DDA landscaping, DDA lawnmowing, DDA Irrigation, DDA area Railroad contracts, and DDA Utilities, should be in addition to the annual amount.

A portion of shared costs should also be charged to the DDA. Shared costs are charges from outside vendors to the city that are then spread back to each department based on an appropriate criterion. Some examples of shared costs are: **Property and Liability Insurance and Workers Comp. Insurance** (currently the city pays MML for property and liability insurance, this includes building/property the city (or DDA) owns, it also includes General Liability and workers comp. which are charged back based on percentage of payroll and Public Errors & Omissions which is charged back based on number of employees. The more properties the DDA purchases or the more employees they hire, the more their share of these will go up. **City Hall Shared Services** would include (but not be limited to): share of **Annual Auditing Cost**, Cost for both **Telephone** equipment and monthly base and usage charges, **Computers**, including Desk top, Laptop, and individual printing devices, plus the cost of **Internet Services** and **Maintenance Contracts**, **Copy Machine** usage including Number of black and white, number of color and amount of paper used plus the Lease and Maintenance charges. Paper, pens, envelopes, and postage can be purchased separately by the DDA.

Some of the City Hall costs the DDA is **NOT** charged for include: Payroll, Accounts Payable, Accounts Receivable, Banking, Tax capture reporting, No rental or Utilities for City Hall, Cleaning Charges, Storage space utilization, meeting space.

The city agrees to credit the DDA fund for interest on the ending monthly fund balance in the DDA fund at the end of each month. The calculation for the for the earned interest amount will be:

DDA month end fund balance X General Fund Main Checking Account interest rate for each month / 12 months

(Example: \$100,000 X 3.31% / 12 = \$275.83)

The City Manager, DDA Director and City Bookkeeper will meet to determine what street lights are included in the DDA Capturing district. Those lights that are determined to be in the tax capturing district will be paid for by the DDA tax captured dollars.

DDA Chairperson

City Manager

DDA Director

City Clerk/Treasurer

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AGENDA ITEM NB 10a: @150 Pop Application

DATE: January 13, 2025

TO: DDA Board Members

FROM: Christine Malzahn, DDA Executive Director

Background: A completed application from a prospective tenant was received on December 28, 2024 from Gabrielle Wise with LikeWise Photo & Designs. She is seeking use of the incubator space on Bancroft Street as a temporary home for her recently created business.

Items Attached: Completed application

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

Recommended Motion to create and execute a 6-month lease agreement with LikeWise Photo & Designs

LikeWise Photo & Designs

5018 Imlay City Rd Apt 2

Attica, MI 48412

December 21st, 2024

Please see attached application to be considered for the 150 Bancroft incubator space.

- Description/ Business Plan
 - I currently run my photography studio out of the garage at the apartment complex where I live. I photograph all types of portrait sessions, but my favorites are maternity, newborn and family. I have over a year experience in the industry after working under another photographer (who resides out of state) to get my own business up and running. The building I am currently using is hard to heat (or cool in summer months) and doesn't have a restroom for my clients. My goal as a business owner, is to provide an experience to my portrait photography clients but also allow walk-in opportunities during the holidays as well.
 - For portrait photography, I specialize in capturing newborn, maternity, and family moments. My aim is to offer a personalized experience that includes a sit-down meeting after the session to review print packages and wall art options. This is best achieved in a comfortable setting where we can discuss and select the perfect pieces to cherish their memories.
 - My plan is to do photo editing on location. The first reason is to create a clear distinction between my at-home and at-work life. Additionally, by editing at my business location, I can set up holiday sessions that remain available. This means if anyone wants to do walk-in mini sessions for the holidays, I'm readily available! The walk-in services would also be available for headshots, milestone celebrations, and other quick setups.
 - I plan to display my newborn props on shelves or such. Having a dedicated space, I could install a mirror and racks to hang my client closet and maternity gowns. I also have a backdrop rack that would need to be installed in the walls.

- In addition to photography, I make some of my own keepsakes for clients. These include metal posters, mugs, keychains etc. I also handmake headbands and crochet stuffies (for newborns) that I would like to display as well.
- On the exterior of the building, I would like to discuss improving the curb appeal. I attended Lapeer Ed-tech for Horticulture and received several awards in landscaping. I would love to re-do the outside if I could be provided with the necessary materials. I have a few ideas that are low-maintenance and will last for years, if you're willing to consider them.
- I would like to utilize the incubator space for the full 6 months offered. I think that will give me a good idea through a few holidays and seasons and what to expect with an actual store front.
- Business Hours:
 - I would like my business hours for walk-ins to be:
 - Tues 12pm-6pm
 - Wed 12pm-6pm
 - Thu- 12p-6pm
 - Friday- 5pm-9pm
 - Sat- 5-9pm
 - I would also be available for appointments during the other hours during the week as well. This just gives a good setup for walk-ins from patterns I've noticed from previous bookings.
- Marketing Plan:
 - I am very skilled in social media and how to run advertisements on all platforms. My business is growing, so I don't have a large following yet, but I have great reviews and repeat customers which are leading to an increased followers daily. I utilize all the mainstream socials, such as Facebook, Instagram, Pinterest and Tik-Tok.
 - I am also hoping that I can partner with other local businesses (such as the dog groomer) to collaborate and get more traffic downtown! Word-of-mouth is the cornerstone for a small business and I plan to do my part in helping with that!
- Future Plans:
 - I hope to either continue leasing the current space and paying the rent or find a new location downtown to keep offering a walk-in photography studio. If I

were to relocate, I would consider renting out the space to other photographers, allowing them to collaborate on bringing their visions to life.

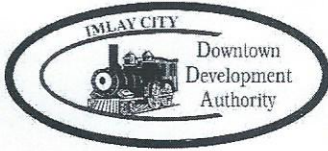
- Finances:
 - My photography business is self-sustaining. My equipment, props and such are all paid in full, and I don't see myself needing any new equipment in the foreseeable future.
 - My slow months are usually January and early February. I combat this by offering discounted sessions, free prints with orders or running more ads. I offer boudoir sessions, Valentine's minis and closer to March I offer St Patty's Minis. In between these, I offer family sessions, engagement sessions and more.
 - After my slow months, I anticipate a resurgence in business. This is when spring mini sessions and birthday shoots become more popular. As we transition into the spring and summer months, wedding bookings start to increase. Although I don't typically advertise for weddings, I plan to start promoting them during the winter months!

- Website: <https://likewisephotoanddesigns.mypixieset.com/>
- Facebook: <https://www.facebook.com/LikeWiseDesigns8>

Thank you for this opportunity and your consideration! I can be reached via email (gabby.wise57@gmail.com) or by phone (810-835-6832)

Gabrielle Wise

LikeWise Photo & Designs



**Imlay City Downtown Development Authority
@ 150 Pop
Application Form**

Please attached the following documentation to your completed Application Form:

- Detailed description of Business/ Business Plan and include:
 - Desired length of POP Up (up to 6 months)
 - Business Hours
 - Any special needs regarding the building/space
- Detailed marketing plan
- Future Plans/Goals of Business
- Explanation of finances to continue after POP Up lease expires
- Applicable pictures or documentation to describe the business

EDUCATION

Please list the School, Location of School, Course of Study, Years Completed and Degree or Diploma Received for each of the following that apply.

Graduate

College Mott Community College (2 years)

Business/Trade/Technical _____

High School Imlay City High School - Diploma

EMPLOYMENT

Please list your last three employers and include Company Name, Address, Phone Number, Name of Supervisor, Job Title and Month and Year of Employment.

1. Hannan House Bridal - Imlay City - Marla Beal 810-751-4058
Bridal Stylist - April 2024
2. CKE Holdings - Wilford, ME - Katy Fisher - 810-836-3718 - Delivery Driver
3. MBN Inc - Brown City, MI - Nick LeClere - 586-419-8960 - Delivery Driver

EXPERIENCE

Please explain past experience you believe will help your business be successful. I helped another

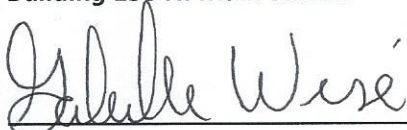
Photographer run her business for over a year. I also help w/ social media posts @ Hannan House. I am educated enough to get clients.

REFERENCES

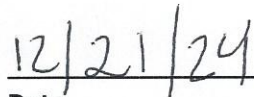
Please list 3 individuals the DDA Director may contact as a reference to your experience and past performance. Include name, address, phone number, email address and relationship to you.

1. Marla Beal - 810-751-0901 Employer
2808 Hannan Rd
Imlay City, MI 48444
2. Kelsey Powell - 810-358-3565 -landlord
1416 North Branch Rd
North Branch MI
3. Katy Fisher - 810-836-3718 -Previous employer
5166 Fenton Rd
Fenton MI

Applications will be accepted on a continuous basis. The Imlay City Downtown Development Authority Board members will review all applications and consider all requests at a regular public meeting of the Board. Board meetings are held on the 2nd Monday of each month, 5:35 pm at Imlay City Municipal Building 150 N. Main Street.



Signature



Date

Please attached the following documentation to your completed Application Form:

- Detailed description of Business/ Business Plan and include:
 - Desired length of POP Up (up to 6 months)
 - Business Hours
 - Any special needs regarding the building/space
- Detailed marketing plan
- Future Plans/Goals of Business
- Explanation of finances to continue after POP Up lease expires
- Applicable pictures or documentation to describe the business



AGENDA ITEM NB 10b: Community Spotlight Podcasts

DATE: January 13, 2025

TO: DDA Board Members

FROM: Christine Malzahn, DDA Executive Director

Background: As part of our TIF District Marketing Plan, director Malzahn is seeking to develop an Imlay City Community Spotlight Podcast. The plan would include the creation of 12+ unique podcasts that would be focused on business spotlights but also touch on community events – like the Farmers Market and other community events. Other podcast topics could include MEDC assistance options, Michigan SBDC resources, vacant property spotlights.

The MittTV studio and staff will be used to create the episodes at a cost of \$180 per hour.

Items Attached: TIF plan pages 22-23

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

Recommended Motion to create 12 Imlay City DDA Podcasts with audio and video at the MittTV Studio in an amount not to exceed \$2160.

PROJECTS		
PROJECT	COST	PRIORITY / TIMEFRAME
Advertising		
Develop a Retention/Recruitment Plan	TBD	2014/2015
Market study	\$5,000	2014/2015
Website improvements	\$100 to \$500 / hour	As needed
Marketing materials	\$25,000	As needed
Billboard rentals	\$2,500 / month	2015/2016
Image and Donut ads	TBD	
Trail-to-Downtown Map	\$1,500	2014/2015
Social Media consultant	\$100 to \$500 / hour	As needed
Capital Projects / Infrastructure		
Upgrade utilities on 2 nd Street	\$695,000	
Build pavilion for farmers market	\$40,000	
M-21 and M-53 Road Improvements	Prices vary widely	
Downtown wi-fi installation	\$4,000 to \$6,000 / business	2015/2016
Industrial Park fiber-optic installation	\$50,000 / mile	2015/2016
Viaduct improvements (landscaping, sidewalks)	TBD	2015/2016
Pathway Connections to Downtown	Prices vary widely	
Upgrade utilities and infrastructure on 4 th Street	\$748,656	2014/2015
Upgrade utilities and infrastructure on NE Corner of M-53/M-21	\$150,000	2014/2015
Upgrade utilities and infrastructure on 3 rd Street	\$331,648	2014/2015
Upgrade utilities and infrastructure on Main Street	\$151,158	2014/2015
Upgrade utilities and infrastructure on Almont Avenue	\$238,000	2014/2015
Upgrade sewer line between 1 st and 2 nd Streets, between Almont Avenue and M-53	TBD	2014/2015
Upgrade utilities and infrastructure as needed throughout district	TBD	2014/2015
Maintenance		
Lighting	\$4000 / pole	As needed
Parking	\$2.25/sq.ft.	As needed
Road resurfacing	\$5 / square yard	As needed
Sidewalk	\$10.00/ ft.	As needed
Programs		
Land Acquisition Plan	TBD	As needed
Downtown Housing Program	TBD	2018/2020
Rental Incubator Program	TBD	2015/2024
Updated design guidelines	TBD	2018/2020
Property Acquisition		
Parks	\$50,000 to \$100,000	As needed
Vacant or Underutilized	\$50,000 to \$100,000	

PROJECT DESCRIPTIONS

The specific projects and their approximate timeframe for completion is shown in Table 1. The estimated timing of implementation is as shown in the Table, but may be adjusted as resources allow. In reality, certain projects may be undertaken before the timeframe specified if opportunities present themselves, or after the timeframe if adequate resources or other elements of the project are not yet available. The projects in this plan are described in more detail below:

- § **Advertising Projects.** Advertising projects listed in Table 1 include a variety of "soft" (i.e. not "capital") projects aimed at generating interest and re-investment within the district. The Downtown Development Authority will commission marketing studies and develop marketing and sales materials for the development district in order to promote development and redevelopment by the private sector. The project is estimated to cost \$5,000 with utilizing a marketing class at a local university. The DDA conducts regular marketing campaigns that are continually adjusted to match current trends, interests and events related to the downtown. As such, regular adjustments to print materials, social media and websites must be maintained. The projects listed include those necessary to keep the DDA relevant to potential businesses and patrons. Because the scope of these projects may be adjusted, Table 1 presents general estimates for the DDA's reference when they are ready to initiate a project.
- § **Capital Improvement Projects.** To maintain a safe and welcoming downtown, the DDA will invest in a variety of capital projects. Most of the projects listed in Table 1 include replacement or repair or aging roads and infrastructure. Cost estimates have been prepared for some of the higher priority projects. The cost for later improvements or those that may involve collaboration with the City of Imlay City, such as pathway installation or improvements to roads that extend beyond the DDA boundary, will be determined when they are higher in priority or when cost-sharing or other opportunities arise. Other capital improvements are aimed at improving the downtown for visitors, including a pavilion at the farmer's market and wi-fi installation. Similarly, fiber-optic technology will be installed within the Industrial Park to further marketing efforts for those sites.
- § **Maintenance Projects.** The Downtown Development Authority will replace sidewalks; upgrade utilities as needed and pave streets as needed within the development area. Costs are estimated on a per-unit basis for these items, as replacement or maintenance needs cannot often be predicted. To facilitate maintenance and administer all projects in this plan, administration costs are estimated between \$50,000 and \$75,000 annually for the life of the DDA.
- § **Programming Projects.** Part of the Downtown Development Authority's duties are to encourage business growth, prevent deterioration within the district, and guide

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AGENDA ITEM NB 10c: Social District Proposal and Management Plan

DATE: **January 13, 2025**

TO: DDA Board Members

FROM: Christine Malzahn, DDA Executive Director

Background: For the past several months Chief Selby, City Manager Horton and DDA Director Malzahn have worked together to create a proposal for a downtown Imlay City Social District. We recognized that social districts are a tool to improve opportunities, attract people and new businesses to our downtown.

During covid, legislation in Michigan changed to allow the consumption of alcoholic beverages in common areas or areas confined to having open alcohol outside in seating areas and in between businesses within the confines of a bordered, established “district”. Previously a Social District was not considered because there were no active liquor holders that could apply to Michigan Liquor Control.

Cities and towns are finding huge success in allowing regulated purchased alcohol and consumption within a specified district of a downtown area.

The State legislation has outlined the following steps necessary to create a social district:

The Municipality (City Commission / DDA)

The municipality's governing body, such as a City Council, must designate the area which will be the Social District. The Social District must include a “Commons Area” in which the patrons of qualified licensees may consume alcohol in the Commons Area. The municipality must:

- Define and clearly mark the Commons Area with signs.
- Show that at least two (2) qualified licensees must have their licensed premises contiguous to a Commons Area for the area to qualify to be part of a Social District.
- Establish a Management Plan, which includes the hours of operation, for the Social District.

- Maintain the Social District in a manner that protects the health and safety of the community.

The Michigan Liquor Control Commission

The Management Plan (usually created by the DDA or Economic Development Agency) submitted by the municipality will be reviewed by the MLCC. If the Management Plan meets the requirements of the law, the request for the Social District will be placed on an agenda at a regularly scheduled licensing meeting to be approved by the MLCC Commissioners.

Social District Permits

In order for a bar, restaurant or hotel (“Licensee”) to be able to sell alcohol to be consumed in the Social District, it must obtain a Social District Permit from the MLCC.

The Social District Permit is obtained as follows:

- The Licensee must first obtain a resolution of approval from the municipality in the form provided by the MLCC.
- The Licensee then applies to the MLCC for the Social District Permit. The application is short and straightforward. The Licensee is required to pay an inspection fee of \$70 and a permit fee of \$250.
- Applications for Social District Permits are reviewed by the MLCC and approved at a regularly scheduled MLCC licensing meeting.
- Like any other permit, the Licensee must qualify. The MLCC will consider violation history.

Items Attached: Social District Proposal
Social District Management Plan
Social District Signage Pricing

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

Recommended Motion to approve the Imlay City Social District Management Plan as part of the Social District Proposal and send to City Commission for a resolution of approval.

Social District Signage Pricing

2" Logo Stickers (1000 per license holder)

3000 qty = \$700

12" x 18" reflective aluminum signage = \$30 ea + post ?

13 – Boundaries Entering = \$390

13 - Boundaries Exiting = \$390

8 – District Designation = \$390

2' x 2' Boot Prints ground signs = \$145 each

5 for key intersections = \$725

(may be used in place of the district designation aluminum signs)

2"x3" Rules of Conduct (J-Bond Material for building mount) = \$75 each

5 – displayed in park areas = \$375



Imlay City Police Department
395 East Third St.
Imlay City, MI 48444
(810) 724-2345

MEMO

To: Mr. Craig Horton, City Manager, Mayor Barbara Yockey

Cc: Christine Malzahn, DDA Director, Chamber of Commerce Director, Sheryl Davis, City Commission.

From: Chief of Police, Brett D. Selby

Subject: Proposal of Downtown Imlay City Social District



Proposal of Agenda Item: Downtown Social District

It is my recommendation that The City of Imlay City pursue a Downtown Social District to provide new opportunities for outdoor consumption of alcohol under the restrictions of the State of Michigan Social District legislation. Establishing a social district in the downtown will also invite other establishments to choose Imlay City for future development. Social districts in Michigan can benefit businesses, communities, and the public in several ways, including:

- Economic recovery: Social districts can help bars and restaurants recover from economic hardship.
- Increased sales: Social districts can increase sales for nearby shops, such as retail stores and spur future eating and drinking establishments
- Public health: Social districts can promote public health and social distancing.
- Downtown revitalization: Social districts can help revitalize downtown areas.
- Outdoor dining: Social districts allow people to gather outdoors safely and enjoy alcoholic beverages.
- Flexibility: Social districts allow people to purchase drinks and food from different places and dine together in a common area.

House Bill 5781 was signed into law on July 1, 2020, providing Michigan municipalities the authority to establish Social Districts where Social District Permits can be issued for the sale of to-go cocktails and outdoor alcohol consumption.

WHAT IS A SOCIAL DISTRICT?

A Social District is an area designated by the municipal government where consumers are able to drink beer, wine, or spirits in a designated commons area outside the walls of a licensed establishment. Social districts are overseen by the Michigan Liquor Control Commission.

WHAT IS THE DIFFERENCE BETWEEN A SOCIAL DISTRICT AND A COMMON AREA?

A Social District is the entire area designated by the Local Government, which includes the common areas within the Social District. Establishment of a Social District does not mean consumers may drink alcoholic beverages throughout the entire district. Consumption of those beverages is only permitted within the defined commons areas. The Michigan Liquor Control Commission defines a commons area as area(s) within the established Social District that are clearly designated and marked by the Local Government and that are shared by and contiguous to the premises of at least two qualified licensees. Social Districts can include more than one common area.

The Downtown area of Imlay City would initially propose two businesses be the first two active permitted social district businesses:

- 1. Third/Main, Inc 244 E. Third Street, Imlay City, Michigan 48444**
- 2. Botana's Inc 234 E Third Street, Imlay City, Michigan 48444**

This resolution will create the Social District Common Area in Downtown Imlay City. The Social District will extend from the western tip of the cul-de-sac on Third Street west to the west side of Almont from Second Street to Fifth Street on both sides. The area along Depot Drive from Almont Street to the old DPW barn and north behind the police department to the interior area of the Alvin Norlin Pool and west to the rear of City Hall and south back to third Street. West From Third Street south of Main Street to north on the alley behind 150 Popp parallel to Bancroft then west to Bancroft and south back to Third Street.

The proposed operating hours for the Social District will be:

Sun-Thursday: 12pm-8pm

Fri- Saturday: 12pm- 10pm

The Imlay City Social District will be closed on the following US Holidays:

- Labor Day - Fourth of July		
Fiscal or Resource Considerations:	YES	NO
Does this agenda item require the expenditure of funds?	YES	NO
If YES, are funds budgeted?	YES	NO
Are staff or other resources required?	YES	NO
Advisory Board/Commission/Chief of Police/Recommendation:		
Staff Comments:		
City Manager Comments/Recommendation:		
City Manager Recommended Form of Motion: Motion to approve the attached resolution to reactivate a Social District in the City of Imlay City, consistent with the map and operating plan provided		
Names and addresses of those to be notified: <ol style="list-style-type: none"> 1. Third/Main, Inc. 244 E. Third Street, Imlay City, Michigan 48444 2. Botana's El Paiza, Inc. 234 E Third Street, Imlay City, Michigan 48444 3. Eagles of Imlay City, 170 S. Almont Street, Imlay City, Michigan 48444 		
Attachments: Imlay City Social District Draft Operating Plan, Imlay City Social District Proposed Map, Resolution for Social District in Imlay City. Required signage and explanation.		

CITY OF IMLAY CITY, MICHIGAN

**A RESOLUTION DESIGNATING A SOCIAL DISTRICT CONTAINING WITH COMMON AREAS FOR
ALCOHOL CONSUMPTION AND THE ADOPTION OF AN OPERATING PLAN PURSUANT TO PUBLIC
Ord. _____ OF 2025**

Resolution of the Imlay City Commission

WHEREAS, the Michigan Liquor Control Code was recently amended by 2020 Public Act 124 (the Act) to allow the governing body of a local governmental unit to designate social districts and commons areas which may be used by qualified licensees to obtain a social district permit from the Michigan Liquor Control Commission (MLCC) to utilize expanded areas for the consumption of alcohol; and

WHEREAS, if the governing body of a local governmental unit designates a social district that contains a commons area, the governing body must define and clearly mark the common areas with signs, establish local management and maintenance plans including, but not limited to, hours of operation for submittal to the MLCC, and maintain the common areas in a manner that protects the health and safety of the community; and

WHEREAS, the city continues to recognize that the recent public health emergency caused by the COVID-19 global pandemic has caused the shutdown of certain businesses for varying amounts of time, and when open, other social distancing recommendations and requirements have resulted in reduced occupancies that have impacted City businesses and the people employed by them; and

WHEREAS, the City Commission finds that designating social districts and common areas pursuant to the Act is in the best interests of the citizens of the City of Imlay City, especially in light of COVID19 restrictions on indoor gatherings and social distancing recommendations; and

WHEREAS, Social District boundaries are indicated by the Imlay City Social District map and Common Area Boundaries are also provided on the map with the exception of the premises of the qualified licensees; and,

WHEREAS, the City Commission directs the Planning and Zoning Department and Imlay City DDA, in conjunction with the participating licensees, to create a logo which bears the name of the Imlay City Social District common area, and that logo shall be printed on signs that clearly mark and define the Imlay City Social District commons area and on stickers to label containers; and

NOW, THEREFORE, BE IT RESOLVED that the City Council designates the social districts and commons area as provided on the Imlay City Social District Map, establishes the attached operating plan, and authorizes the City Manager to take all such other actions necessary in order to implement this Resolution and comply with the Act.

Resolution Approved and Adopted on _____ By a Majority vote of the
Commission _____

* * * * *

CERTIFICATE OF MAYOR AND CITY CLERK

We hereby certify that the foregoing constitutes a true and complete copy of an Ordinance duly adopted by the City Commission of the City of Imlay City, Lapeer County, Michigan, at a meeting held on the ____ day of _____, 2024.

We hereby further certify that the following City Commission Members were present at the meeting: _____ and the following City Commission Members were absent: _____

We further certify that Member _____ moved for the adoption of the Ordinance, and that motion was supported by Member _____.

We further certify that the following City Commission Members voted for the adoption of the Ordinance: _____ and that the following City Commission Members voted against adoption of the Ordinance: _____.

Barbara L. Yockey, Mayor
City of Imlay City

Dawn Sawicki-Franz, Clerk
City of Imlay City

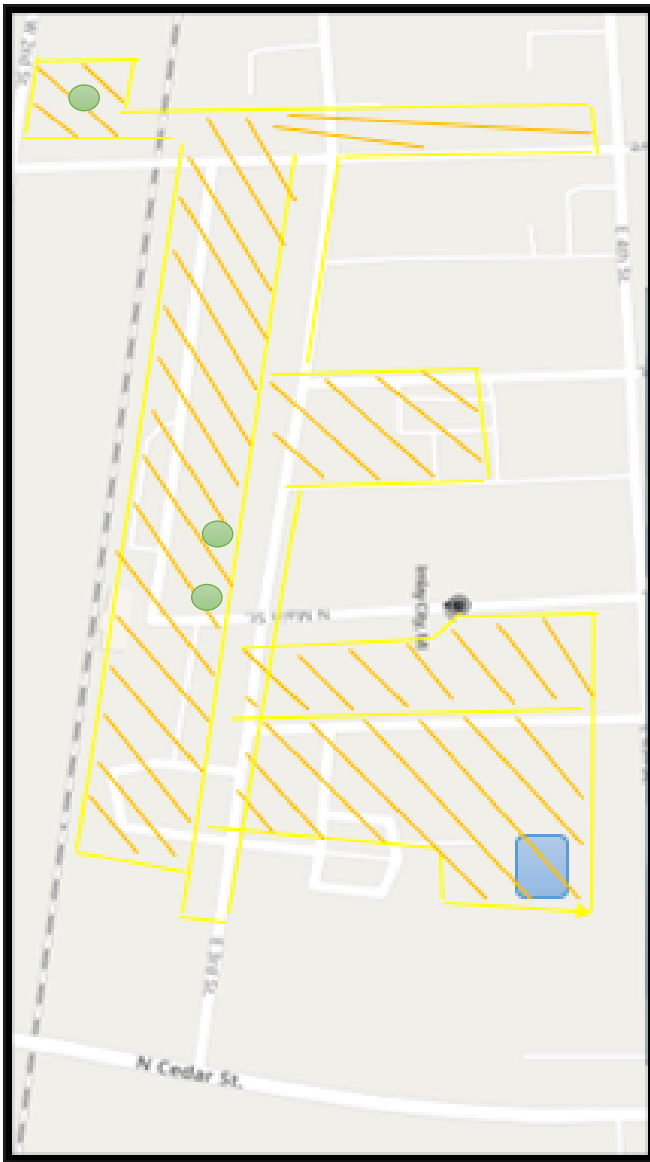
First Reading _____
Second Reading _____
Date of Publication _____

CERTIFICATE OF PUBLICATION

I, Dawn Sawicki-Franz, the Clerk of the City of Imlay City do hereby certify that this Ordinance or a summary thereof was published in the Tri-City Times on _____.

Dawn Sawicki-Franz, Clerk
City of Imlay City

Imlay City Downtown Social District



HOURS OF OPERATION

Sunday- Thursday 12pm-9pm
Friday-Saturday 12pm-11pm

CONSUMPTION OF BEVERIDGES IS ONLY PERMITTED WITHIN THE SOCIAL DISTRICT BOUNDARIES; ATTENDEES ARE ENCOURAGED TO DRINK IN THE DESIGNATED CONSUMPTION AREAS.

BEVERIDGES MUST BE PURCHASED FROM A QUALIFIED LICENSEE (LISTED ABOVE) BEVERIDGES MUST BE CONSUMED OUT OF A PLASTIC CUP WITH A HISTORIC DOWNTOWN IMLAY CITY SOCIAL DISTRICT LABEL.

Designated Consumption area is outlined in yellow and Orange.

● Participants- Social District (1/2025)





 = District Boundaries

 = Commons Area

 = License Holders

 = Enter/Exit 2-sided signs

 = Ground Sign or District Post Sign

 = Rules Signs

Example signage posted by DDA in the Social District Common areas of Downtown Imlay City. These will be posted on the sidewalks clearly marking the Imlay City Downtown Social District Zones on the ground.



Special large cement stickers with the Imlay City/DDA Social District logo will have to be attached to each approved container cup.

Additional garbage cans from the city will be placed in these areas accordingly.



Social District will have an official cup/sticker. No other cups or containers will be allowed.

Example signage posted by DDA in the Social District Common areas (seen below). These will be posted on posts clearly marking the Imlay City Downtown Social District Zones at least 72 inches high for visibility in addition to the cement sidewalk signs.

The signage on both the sidewalk and posts will be the only posting. There will be no physical barriers. Ordinance compliance is based upon reasonable adherence to the boundaries much like a speed limit sign.

Imlay City Social District

Enjoy within the
boundaries

Social District Hours:
Daily from 11:00 am to 11:00 pm

Alcoholic beverages may be purchased
from participating restaurants and bars.

Alcohol consumed in the common areas of
the Social District must be in the
designated Social District container with
the Social District logo and the logo of the
participating business.

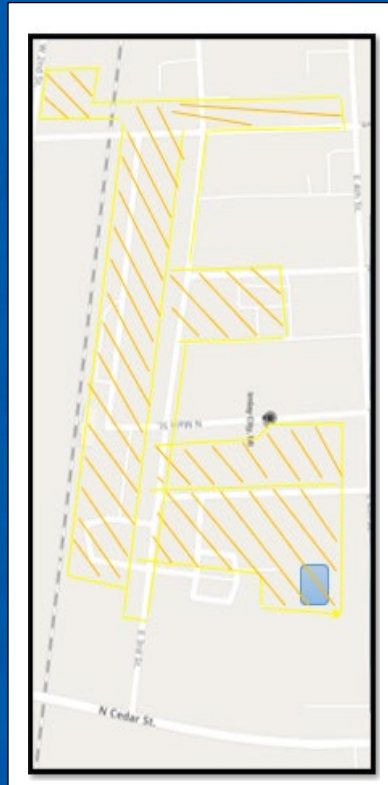
The public may NOT "bring your own" into
the Social District.

Alcohol purchased from non-participating
businesses is NOT allowed in the common
area.

Alcohol purchased from one participating
business may not be brought into another
participating bar or restaurant.

Retail shopping is welcomed while
enjoying the Social District. However, not
every retailer permits Social District
beverages within their business. Look for
"Social District Participant" window decals,
which indicate the businesses where drinks
are permitted.

Social District beverages must be
disposed of when leaving the boundaries.



-  Social District Boundary
-  Parks Within the Social District Boundary

Scan the QR Code to
view digital version of
the rules



City of Imlay City Social District Operating and Maintenance Plan

INTRODUCTION

House Bill 5781 was signed into law on July 1, 2020, providing Michigan municipalities the authority to establish Social Districts where Social District Permits can be issued for the sale of to-go cocktails and outdoor alcohol consumption.

WHAT IS A SOCIAL DISTRICT?

A Social District is an area designated by the municipal government where consumers are able to drink beer, wine, or spirits in a designated commons area outside the walls of a licensed establishment. Social districts are overseen by the Michigan Liquor Control Commission.

WHAT IS THE DIFFERENCE BETWEEN A SOCIAL DISTRICT AND A COMMON AREA ?

A Social District is the entire area designated by the Local Government, which includes the commons areas within the Social District. Establishment of a Social District does not mean consumers may drink alcoholic beverages throughout the entire district. Consumption of those beverages is only permitted within the defined commons areas. The Michigan Liquor Control Commission defines a commons area as area(s) within the established Social District that are clearly designated and marked by the Local Government and that are shared by and contiguous to the premises of at least two qualified licensees. Social Districts can include more than one common area.

WHAT IS A QUALIFIED LICENSEE?

The words "qualified licensee" shall mean any of the following: (i) a retailer that holds a license, other than a special license, to sell alcoholic liquor for consumption on the licensed premises; (ii) a manufacturer within an on-premises tasting room permit issued under Section 536 of 1998 PA 58; (iii) a manufacturer with an off-premises tasting room license issued under Section 536 of 1998 PA 58; and (iv) a manufacturer that holds a joint off premises tasting room license issued under Section 536 of 1998 PA 58.

HOW CAN BUSINESSES PARTICIPATE?

Just because a business is located within a Social District does not mean the business may participate. Businesses need to go through a permitting process with the Michigan Liquor Control Commission to obtain a Social District Permit which allows them to serve to go beverages within the established common areas.

PURPOSE OF THIS PLAN

This plan is in-place to comply with requirements outlined in House Bill 5781 and required by the Michigan Liquor Control Commission. This plan can change at any time per the discretion of City Commission and City Administration. This plan includes steps that the City will take to maintain and operate the Social District and commons areas to maintain consumer and resident safety.



Brett D. Selby
Chief of Police
Imlay City Police Department



SOCIAL DISTRICT MANAGEMENT PLAN

150 N. Main Street | Imlay City, MI 48444
810-724-2135 ext 1307 | icdda.com



Contents

BACKGROUND 3

DISTRICT BOUNDARY AND COMMONS AREA(S) 3

PUBLIC SAFETY 3

WASTE MANAGEMENT..... 4

SIGNAGE AND HOURS OF OPERATION 4

BEVERAGE CONTAINERS..... 4

TEMPORARY COMMONS AREAS & SPECIAL EVENTS..... 5

COMMUNICATION WITH SOCIAL DISTRICT PERMIT HOLDERS..... 5

Exhibit A – Social District Logo..... 6

Exhibit B – Social District Boundary & Commons Areas..... 7

Exhibit C – Qualified Licensees and Addresses 8

BACKGROUND

On July 1, 2020, Governor Whitmer signed House Bill 5781 into law creating the Social District Permit. The governing body of a local governmental unit may designate a Social District within its jurisdiction. Qualified licensees whose licensed premises are contiguous to the commons area within the Social District, and who have been approved for and issued a Social District Permit, may sell alcoholic liquor (beer, wine, mixed spirit drink, spirits, or mixed drinks) on their licensed premises to customers who may then consume the alcoholic liquor within the commons area of the Social District.

The City of Imlay City, in an effort to continue the revitalization of the downtown and increase opportunities for business and recreation, is creating a social district that encompasses all qualified licensees within the downtown and allows for consumption at multiple locations throughout the district under the management of the Downtown Development Authority.

DISTRICT BOUNDARY AND COMMONS AREA(S)

Exhibit B depicts the social district boundary, the commons area(s), and the location of qualifying licensees.

Exhibit C includes the names and addresses of all qualified licensees within the social district.

Current qualified licensees include:

- Third and Main
- Botanas El Plaza
- Imlay City Eagles

Additional commons areas may be designated if new qualified licensees are established within the district, enabling a new area to meet the requirements for a commons area as defined in MCL 436.1551(8)(a).

Temporary commons areas may be established in conjunction with events that are to take place within the district boundary. Temporary commons areas must be approved by the City in conjunction with an event application. Temporary commons areas may occur on public streets if the street is closed to all vehicle traffic with the exception of emergency vehicles.

PUBLIC SAFETY

The City of Imlay City Police Department will provide law enforcement services to the social district. In accordance with existing protocol, at least one officer will be designated to patrol the City until midnight each night. The officers on patrol will be jointly responsible for providing services within the social district.

During special events and any time when the district is anticipated to see significant crowds and activity, City Police will issue a request to staff for special patrol officers in addition to those regularly scheduled.

For emergency purposes, City police are located adjacent to the east end of the social district boundary.

The Imlay City Fire Department will respond to all fire, and rescue, issues within the district aided by Lapeer County EMS.

WASTE MANAGEMENT

Trash receptacles will be available throughout the district and its consumption areas. If needed, new receptacles for permanent/long-term use will be provided and will match those placed elsewhere throughout downtown.

Receptacles will be serviced weekly by the City's internal Department of Public Works (DPW), and upon request for special events.

SIGNAGE AND HOURS OF OPERATION

Posted standard hours of operation will run:

Sunday – Thursday (daily) 12 pm until 9 pm

Friday – Saturday 12 pm – 11:00 pm

Temporary commons areas may request special hours of operation in conjunction with an event planned within the social district. The requested hours of operation will be included in the request for a temporary commons area.

Signage will be placed throughout the social district to denote the boundaries of the district and its designated consumption areas. Some signage may include a QR code linked to a webpage which includes key information pertaining to the social district. Such information may include, but is not limited to: hours of operation, a list of social district permit holders, and any upcoming special events.

Signs may be posted using any of the following methods, where appropriate:

- Using stanchions
- On building walls
- On street lamps or other posts
- At entrances/exits to social district permit holders

Social District Permit Holders will be required to post signage within, or affixed to, their establishment which includes the district standard hours of operations and map of commons areas.

BEVERAGE CONTAINERS

A district logo has been designed and is shown in Exhibit A.

Stickers featuring the logo of the social district will be available for purchase from the City at various sizes, not to exceed 16 ounces.

The DDA will provide one thousand (1000) 2" round stickers to each license holder within the social district in January of each calendar year. Businesses in need of additional labels will submit an order to the DDA Director by email or a request form located on the DDA website (icdda.com) noting the quantity needed. Orders will be placed by DDA staff within a week, and shipped directly to the business. An invoice for all charges related to the order will be sent to the business and must be paid within two weeks of the order's arrival to the business.

Businesses are required to indicate a drink has been sold by their establishment by including the business's logo, trade name, or other feature unique to the social district permittee on the cup itself. This may be accomplished by placing a sticker on the cup, or by choosing a high-resolution graphic that can be added to the standard cup design and printed with the district logo at the license holders expense.

Businesses are encouraged to write the initials and/or birthdate of the individual to whom each alcoholic beverage is sold on the cup itself. This recommendation exists to help prevent over service and unlawful transfer of alcoholic beverages to minors, and to promote the general health and safety of the community.

TEMPORARY COMMONS AREAS & SPECIAL EVENTS

Events planned within the social district may request a temporary commons area and special hours of operation in conjunction with the planned event. Temporary commons areas may occur on public streets if the street is closed to all vehicle traffic with the exception of emergency vehicles. Temporary commons areas, special hours of operation, and requests for additional waste management services will be reviewed and approved by the City in conjunction with the standard event application.

Some permanent/fixed district signage may include a QR code link to a webpage where information regarding the social district will be available, including planned alterations to the social district commons areas and hours of operation.

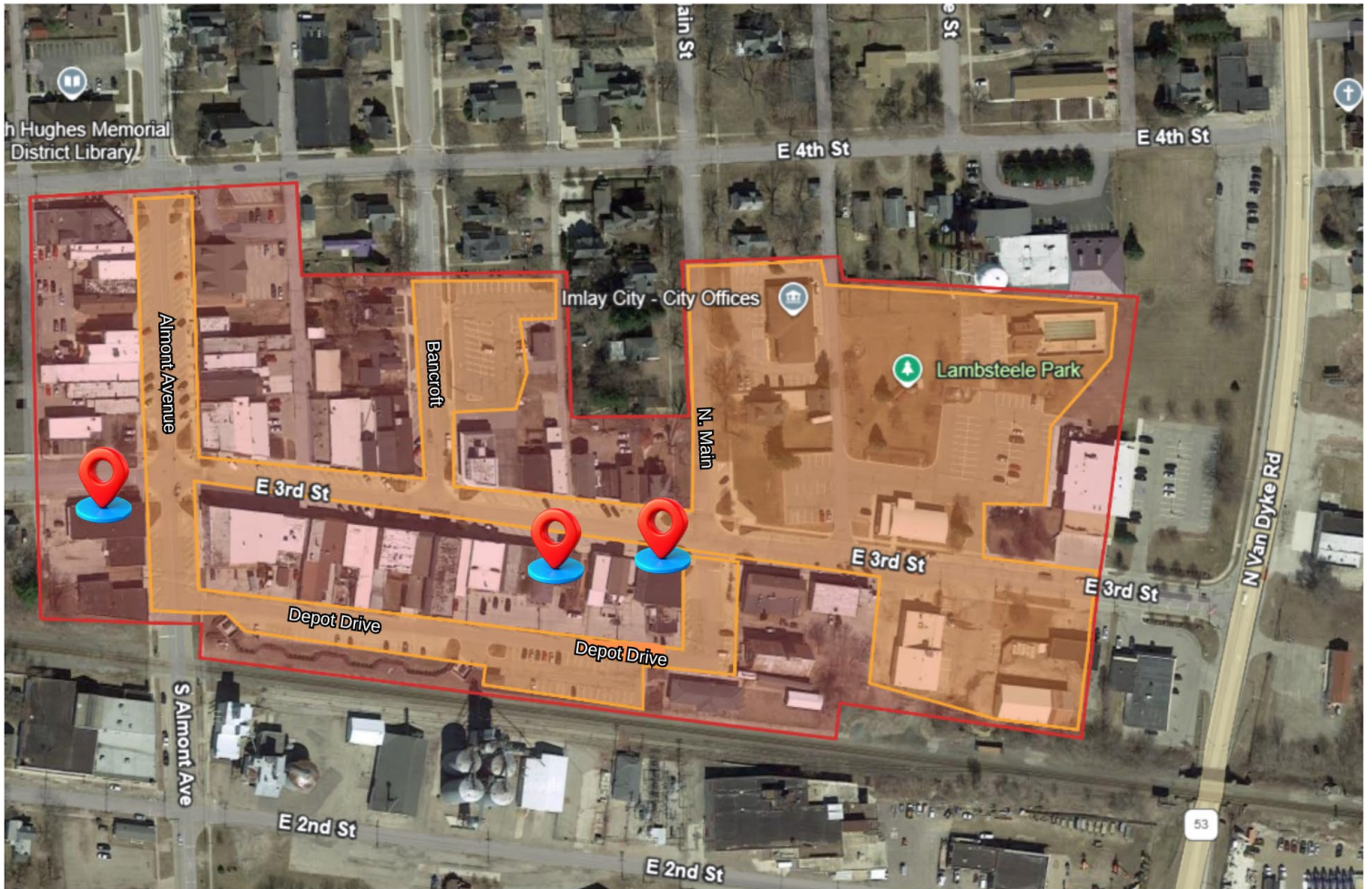
COMMUNICATION WITH SOCIAL DISTRICT PERMIT HOLDERS

Social District Permit holders will be required to submit an email address to the City and the DDA for use when communicating important information that pertains to the social district. Such information may include, but is not limited to, upcoming special events and temporary commons areas.

Exhibit A – Social District Logo



Exhibit B – Social District Boundary & Commons Areas



 = District Boundaries  = Commons Area  = License Holders

Exhibit C – Qualified Licensees and Addresses

Third/Main, Inc.

244 E. Third Street
Imlay City, Michigan 48444

Botana's El Paiza, Inc.

234 E Third Street
Imlay City, Michigan 48444

Imlay City Eagles

170 S Almont Ave
Imlay City, MI 48444

Entertainment	Details	Cost	DDA Paid	Chamber Paid
Grinch / Elf on Shelf	12:00-4:00	\$800.00	\$800.00	
Santa	11:00-2:00 / 4:30-7:30	\$300.00		\$300.00
Firewood		donated		
DJ - Amy Forti	1:00-4:00 / 5:00-7:30	\$75.00	\$75.00	
1st Responder Vehicles	1:00-4:00	\$0.00		
Live Nativity	1:00-4:00	\$0.00		
Petting Farm	1:00-4:00	\$0.00		
Giveaways				
light up wands	630 pieces	\$410.00	\$410.00	
Craft Stations		\$0.00		
State Farm - Trisha Kostranza				
The Print Shop	Bookmarks			
JG's Used Books				
Heavenly Sweets	Take-Home Kit			
King and King				
Hispanic Services Center				
Parade		\$0.00	\$0.00	\$0.00
Candy Canes				
Lunch w/Santa	3 hours			
Advertising/Marketing				
WinterFest Corro Signs	Print Shop	\$250.00	\$250.00	
Newspaper Ads	TCT	\$247.50	\$247.50	\$247.50
Event Posters	TCT	\$50.00	\$25.00	\$25.00
Day of Corro Signs		\$142.00	\$142.00	
Billboard	DDA In-Kind	\$800.00	\$800.00	
Other				
Porta Potties		\$155.25	\$155.25	
Kringle Market				
Vendors Revenue		-\$780.00		
Credit Processing Fees		\$0.00		
Market Manager setup & day of	27.5 hours	\$580.00		
Kringle Market Signage		\$100.00		
Total Expenses		\$3,129.75	\$2,904.75	\$572.50
Total Revenues			\$0.00	\$0.00
Grand Total		\$3,129.75	\$2,904.75	\$572.50
DDA Budget			\$4,000.00	
Holiday Décor	Installation		\$7,750.00	
	Replacement Bulbs		\$266.87	
	Candy Canes/Tree Topper		\$6,979.00	
Total	Streetscape Maintenance		\$14,995.87	



Directors Report

DATE: January 13, 2025

TO: DDA Board Members

FROM: Christine Malzahn, DDA Executive Director

Items Attached: January Report
Weekly email reports

Action Needed: No Board Action Needed

Director's Report – January 2025

Promotions/Events

- On-going Social media postings and engagement with downtown merchants on Facebook and Instagram.
- Staff and I created ads, social media postings, message board sign ads
- Updated website calendar of events and other happenings

Economic Development

- Met with application for incubator space lease
- Met with several business owners about possible tenants in their downtown buildings.

Place Making/Streetscape

- Scheduled repair work for the electrical flood light at Third Street boulevard entrance

Grants:

- Continued writing grant submission narrative for RAP 3.0

Billboard:

- Created and submitted artwork for King & King Campaign

Imlay City Façade Corp

- Processed façade grant applications
- Created spreadsheet matrix for application submissions

Meetings and Other:

- Attended Rotary Club weekly meetings.
- Processed invoices, check requests, and mailed payments.
- Made updates to the DDA website for 2025 information.
- Presented DDA proposal to the Third Street Properties Ad-Hoc Committee
- Attended January 7th City Commission Meeting to present Informational Meeting Packet
- Attend monthly department head meeting
- Attended the monthly Hispanic Cultural/Services meeting
- Attended the MDA Lunch & Learn Web meeting
- Prepared meeting minutes, agendas, action item sheets, and board packets regular DDA meeting, and Imlay City Façade Corp meeting on January 13th meetings.

From: [Christine Malzahn](mailto:Christine.Malzahn@icdda.com)
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Cc: ddapromotions@imlaycity.org
Subject: Week Ending November 15th
Date: Friday, November 15, 2024 3:39:00 PM
Attachments: [2024.11.4.24 Special Meeting Minutes.docx](#)
[image001.png](#)
[2024.11.4 Imlay Façade Corp Meeting Minutes.docx](#)
[Imlay City Façade Corp GRANT Application.pdf](#)
[Façade Corp Loan & Grants Guidelines updated 2024.doc](#)

Hello All,

It's been a busy busy two weeks since our last meeting. I attended the MDA Fall Workshop conference in Ann Arbor last Thursday and Friday – it was great to hear and bring back some new ideas on DDA Best Practices, economic development tools, and volunteerism. I'm eager to share this information and put it into practice. Think Main Street America.... Together we can do this!

Attached you will find the meeting minutes for both the DDA and Façade Corporation. Kindly let me know if you see anything that needs to be corrected.

Also attached is the Imlay Façade Corp Grant Application for projects. You may have seen this posted on Facebook or our website, but I'm sharing it with you if you have a project that qualifies or know of anyone looking for an opportunity to improve their building. Note the deadline is December 13th – so we will need to hold a special meeting on the 16th to score the applications! Are you available?

If possible, please plan to attend the city commission meeting next Tuesday. The commissioners will entertain our offer to purchase the Fire Hall and old DPW property. I know there is some opposition to the terms in the contract, but hopefully, we can encourage the city commission to work with the Façade Corporation to help us improve these parcels.

WinterFest planning is moving along. As of yesterday, the Kringle Market vendor spaces are SOLD OUT (we now have a waiting list in case the last few do not pay their booth fees).

Reservations for Lunch with Santa is also full – this year we had room for 160 people! Amazing show of interest.

Watch for the holiday decorations to be installed soon – I'm excited to see how the new addition of colored lamps looks in downtown.

Lastly, our 5 new wayfinding signs are installed along Van Dyke – they look great!

Christine Malzahn
 DDA Executive Director

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Subject: Week Ending November 22
Date: Friday, November 22, 2024 2:57:00 PM
Attachments: [image001.png](#)

Hello Board Members,

Just checking in to give you a quick update on DDA activities this week.

I hope you've all seen the installation start of our holiday décor! The DPW put up the light pole décor and Summit Illuminations will be working on Lamb Steele Park decorations starting tomorrow. Just in time for the snow to fall!

Both RFP (landscaping and Irrigation) were due today by noon. We received 2 bids for irrigation and 3 for landscaping. Chris and I will be doing the bid openings this afternoon at 3:00 pm and will have the results on our next meeting agenda.

Steve Robbins and I presented the Third Street property purchase agreement to City Commission on Tuesday night. As I anticipated, we met with some opposition and valid concerns from the Commissioners. The overall consensus however was for negotiations to continue and for a revised PA to be brought forth to commission on December 3rd. I met with both Joi and Craig this afternoon and we agreed to have the city attorney draft a new document adding the following elements:

1. A deed restriction for no residential construction
2. Indemnification clause
3. City leadership must be consulted and agreeable to any future sale to a private entity, if not, they have the first right to purchase for our investment cost.

The other item discussed is the old sign shop and whether or not it should be included in the offer – if it continues to be included that would mean that the DDA would be responsible for the demolition costs.

If 3 or more DDA Board members wish to call a special meeting to discuss this further before the PA goes to City Commission, please let me know, otherwise this will be on our agenda for December 9th. Please plan to attend the city commission meeting on Dec 3rd if you would like to witness or participate firsthand.

I spent a good deal of time drafting our informational meeting packet for the 9th and sending out meeting notices to all tax collecting authorities in our district.

Chris has been a tremendous help this week getting the fall décor taken down, distributing WinterFest posters and organizing the vendors for Kringle Market.

As a reminder city hall will be closed both Thursday and Friday next week for the holiday, and I have scheduled an extra vacation day to travel on Wednesday to see my favorite littles. You can expect your Board packet on the 5th, if you need anything in the meantime, please let me know.

I wish all of you a wonderful Thanksgiving weekend spent doing your favorite things!

Gratefully,

Christine Malzahn

DDA Executive Director

City of Imlay City

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Subject: Week Ending December 13th
Date: Friday, December 13, 2024 3:46:00 PM
Attachments: [image001.png](#)
[2024.12.09 Informational Meeting Minutes.docx](#)
[2024.12.09.24 Regular Meeting Minutes.docx](#)
[2024.12.09 Imlay Facade Corp Meeting Minutes.docx](#)

Happy Friday All,

Most of this week has been spent completing tasks that were approved at our meeting on last Monday.

I did receive a lot of questions on our call-out for project submissions for the façade grant and did my best to provide answers. We have received three applications so far and I anticipate a fourth submittal soon. Our sub-committee (Jorgensen, Robbins, Genord and Bargaen) will meet on Monday the 16th @ 5:35 to review and score the proposals.

Attached are all the minutes from the meetings, if you note anything that needs to be corrected, please let me know.

Chris has been working on a DDA newsletter, updating the EMC sign and scheduling constant contact email blasts. I also handed off to her the I AM Imlay Storytelling project. I am confident that she can find us the participants we need to get us up to 40 so we can complete the first installment.

The city ad-hoc committee has invited all parties interested in purchasing the fire hall/dpw buildings to present a 10-min pitch next Wednesday. I am preparing a presentation on behalf of the DDA that I will present with Walt present to support. If you have any thoughts you want conveyed – please reach out to me soon.

Regards,

Christine Malzahn

DDA Executive Director
City of Imlay City

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Cc: ddapromotions@imlaycity.org
Subject: Week Ending December 20th
Date: Friday, December 20, 2024 4:00:00 PM
Attachments: [2024.1.13 Agenda.doc](#)
[image001.png](#)

Hello All,

I am sending you one last weekly update for this year. Attached is the draft agenda for our next meeting on January 13th.

This week was spent organizing and creating spreadsheets for the projects submitted for our Façade Corp RAP 3.0 grant opportunity as well as writing the grant narrative. I have sent what I have completed off to Annie (the city's intern grant writer) for review.

The DDA was invited by Mayor Yockey to pitch our purchase proposal to the ad-hoc committee on Wednesday. I made the presentation on behalf of the DDA since Walt was called to a work meeting. Hindsight is always an eye-opener after making presentations like this, so of course I thought of some key points that should have been made after the fact, but I'm confident that my speech represented the DDA's interests in those properties. The committee will be making a recommendation to the city commissioners at their meeting on January 7th.

Chief Selby and I have been working on the documents needed for the Social District that we are recommending be created for Imlay City. I have created a management plan and logo for the district and this will be on our January agenda.

Chris has been making phone calls to get people interested in the Veterans banners and the I am Imlay City Storytelling project. She also made and scheduled our social media posts for the next two weeks (be sure to like, share and follow) us at Downtown Imlay City!

As a reminder city hall will be closed Dec 24th through Jan 1 for the holidays. Chris and I will be back in the office on Jan 2nd.

I wish you all a very Merry Christmas and I look forward to working with each of you in 2025 to make great things happen here in Imlay!

Christine Malzahn

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