

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

REGULAR MEETING FEBRUARY 10, 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 3-13)
 - AGENDA
 - MEETING MINUTES: Regular Meeting January 13, 2025
 - FINANCIAL REPORTS: through January 31, 2025
 - 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. City Services Memorandum of Understanding (MOU) (pgs 15-18)
10. **NEW BUSINESS:**
 - A. 126 N. Almont Façade Grant Request (pgs 19-30)
 - B. Hispanic Services Center Funding Request (pg 31-34)
 - C. Strategic Plan Work Session (pgs 35-41)
11. **CLOSED SESSION** – For the purpose of property acquisition (if needed)
12. EXECUTIVE DIRECTOR’S REPORT (pgs 43-45)
13. PUBLIC PARTICIPATION
14. BOARD MEMBER COMMENTS
15. ADJOURNMENT

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Consent Agenda

DATE: **February 10, 2025**

TO: DDA Board Members

FROM: Christine Malzahn, DDA Executive Director

Items Attached:

- a. Meeting Agenda
- b. Meeting Minutes
 - January 13th Regular Meeting
- c. Financial Reports – Ending January 31, 2025
 - DDA Expenditure Report = \$ 55,417.57
 - Check Register Report = \$ 12,167.73
 - Credit Statement – January 2025
 - Ending Fund Balance Sheet = \$ 416,915.28
- d. Spreadsheet of FY 2024-25 monthly City administrative transfers
 - January Totals \$5,385.40

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**

**January 13, 2025 Regular Meeting
MINUTES**

A regular meeting of the Downtown Development Authority was held on Monday, January 13, 2025, at the Imlay City Municipal Offices, 150 N. Main Street, Imlay City MI 48444.

1. **CALL TO ORDER** - Chair Walt Bargaen called the meeting to order at 5:33 pm
2. **PLEDGE OF ALLEGIANCE**
3. **ROLL CALL** – Director Malzahn called the roll.
Present: Neil Docherty, Kim Jorgensen, Stu Davis, Steve Robbins, Joi Kempf, John Genord, Mayor Barbara Yockey, Chairman Walter Bargaen
Absent: Jessica Montoya, Justin Shattuck
Also Present: Chris Bishop, Chief Brett Selby
Quorum Present
4. **CONSENT AGENDA**
MOTION by Davis, supported by Jorgensen to approve the agenda as presented.
All in Favor 8 / Nays 0 - MOTION CARRIED UNANIMOUSLY

MOTION by Davis, supported by Yockey to approve the consent agenda items as presented.
Consent agenda items include:
 - Meeting Agenda
 - Meeting Minutes: Dec 9th Informational Meeting; Dec 9th Regular Meeting
 - Financial Reports – Ending December 31, 2024 - DDA Expenditure Report = \$33,612.27; Check Register Report = \$ 25,239.73; Credit Statement – Oct & Nov; Ending Fund Balance Sheet = \$ 277,708.32;
 - FY24-25 City administrative transfers; November Totals \$5,106.65**All in Favor 8 / Nays 0 - MOTION CARRIED UNANIMOUSLY**
5. **CORRESPONDENCE** – none
6. **SPECIAL PRESENTATION** – none
7. **COMMITTEE REPORTS** - none
8. **PUBLIC PARTICIPATION** – none
9. **UNFINISHED BUSINESS**
 - A. **Municipal Parking Lease Renewals**
The board reviewed additional aerial maps and property listings for the parcels with lease renewals. Discussion was held on whether to renew based on cost savings to the city, or to renew the agreements to keep a steady parking lot inventory.
MOTION by Davis, supported by Genord to pursue lease renewals with the property owner for an additional 15 years.
Roll Call: AYES – Davis, Genord, Jorgensen, Kempf, Davis, Robbins, Yockey, Bargaen
NAYS – none
MOTION CARRIED 8/0

B. City Services MOU update

The Board reviewed the revised MOU draft that was presented to Director Malzahn. Under the revised terms the DDA would now capture monthly interest income on its fund balance at the rate that the city earns on its general checking account only (currently at 3.31%) and the city is moving forward with a grant from DTE to reduce utility costs by converting the downtown lights to LED.

MOTION by Davis, supported by Docherty to reject MOU as presented and continue to negotiate with city leadership regarding interest calculations.

Roll Call: AYES –Davis, Docherty, Genord, Jorgensen, Kempf, Robbins, Yockey, Bargaen

NAYS – none

MOTION CARRIED 8/0

10. NEW BUSINESS

A. 150 Bancroft Incubator Space Request

The Board reviewed a completed application from prospective tenant 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. Gabby was present to answer questions from the Board and share her business plan with them. Director Malzahn asked if the Board would like to remove the property from all real estate listings.

MOTION by Davis, supported by Jorgensen to create and execute a 6-month lease agreement with LikeWise Photo & Designs while continuing the active real estate listing.

Roll Call: AYES – Genord, Jorgensen, Kempf, Davis, Robbins, Yockey, Bargaen

NAYS – none

MOTION CARRIED 8/0

B. Business Spotlight Podcasts

As part of the 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 happenings. Other podcast topics could include MEDC assistance options, Michigan SBDC resources, and vacant property spotlights.

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

MOTION by Davis, supported by Genord to create 12 Imlay City DDA Podcasts with audio and video at the MittTV Studio in an amount not to exceed \$2160.

Roll Call: AYES – Davis, Genord, Jorgensen, Kempf, Robbins, Docherty, Yockey, Bargaen

NAYS – none

MOTION CARRIED 8/0

C. Social District Proposal & Management Plan

Police Chief Brett Selby presented his social district proposal. He recapped what a social district is, how one is formed and the ordinance needed for a community to establish a Social District.

Director Malzahn then presented her social district management plan. The management plan mandates how the district functions, policing, waste management, hours of operation, etc.

Malzahn also presented some pricing on district logo labels (required to be on all beverage containers) and signage. Expenditures on these items will be discussed at a later date, once the district is formally established and the liquor license holders are approved by the MLC.

MOTION by Davis, supported by Robbins 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.

Roll Call: AYES – Davis, Robbins, Docherty, Jorgensen, Genord, Kempf, Yockey, Bargaen

NAYS – none

MOTION CARRIED 8/0

Jorgensen left the meeting @ 6:19 pm

D. WinterFest 2024 Financial Report

Director Malzahn recapped the 2024 WinterFest financials. The DDA spent \$2904.75 and the Chamber expenses totaled \$572.50. Additionally the cost for the holiday décor totaled \$14,995.87 which includes installation and \$7245.87 for new bulbs and décor items.

NO BOARD ACTION NEEDED

CLOSED SESSION - for the purposes of property acquisition

MOTION by Davis supported by Yockey to enter closed session at 6:26 pm

All in Favor 7/ Nays 0 - **MOTION CARRIED UNANIMOUSLY**

RE-ENTER REGULAR SESSION 7:01 PM

MOTION by Docherty, supported by Robbins to have the DDA fund \$50,000 grant match for the IC Holdings RAP 3.0 Grant Application for the DPW garage property.

Roll Call: AYES – Docherty, Robbins, Davis, Kempf, Genord, Yockey, Bargaen

NAYS – none

MOTION CARRIED 7/0

Genord left the meeting @ 7:02 pm

11. EXECUTIVE DIRECTORS REPORT

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

Added comments included: The DDA received a \$10 Chamber Buck coupon, there is a new pharmacy set to open in the Hungry Howies Plaza in May 2025. The bike rack/information kiosks are being finalized and delivered in mid-February. Market Manager Bishop reported receipt of the Senior Fresh monies for the 2024 market season and recapped the I AM Imlay City project.

12. **PUBLIC PARTICIPATION** – none

13. **BOARD MEMBER COMMENTS** – none

14. ADJOURNMENT

MOTION by Davis, supported by Yockey to adjourn the meeting at 7:05 pm

All in Favor 6 Ayes/Nays 0

MOTION CARRIED 6/0

Next Regular DDA Board meeting date: Monday, February 10, 2025, at 5:35 PM

Respectfully submitted by: _____

Christine Malzahn, DDA Executive Director

DDA APPROVED:

CITY COMMISSION APPROVED:

REVENUE AND EXPENDITURE REPORT FOR CITY OF IMLAY CITY

PERIOD ENDING 01/31/2025

GL NUMBER	DESCRIPTION	2024-25		YTD BALANCE	ACTIVITY FOR	AVAILABLE	BDGT
		ORIGINAL BUDGET	AMENDED BUDGET				

Fund 248 - DOWNTOWN DEVELOPMENT AUTHORITY

Revenues							
Dept 000.000	- REVENUE						
248-000.000	402.000 TAX REVENUE	324,000.00	324,000.00	352,368.87	281,744.31	(28,368.87)	108.76
248-000.000	560.000 WINTER FEST	3,000.00	3,000.00	775.00	0.00	2,225.00	25.83
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	1.04	0.00	(1.04)	100.00
248-000.000	667.000 RENTAL INCOME	0.00	0.00	250.00	250.00	(250.00)	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	4,190.00	730.00	(190.00)	104.75
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	5,564.00	1,700.00	(3,764.00)	309.11
Total Dept 000.000	- REVENUE	355,400.00	355,400.00	381,998.14	284,424.31	(26,598.14)	107.48

TOTAL REVENUES							
355,400.00		355,400.00		381,998.14	284,424.31	(26,598.14)	107.48
Expenditures							
Dept 265.000	- BUILDING MAINTENANCE						
248-265.000	921.000 ELECTRICITY	1,500.00	1,500.00	161.65	14.74	1,338.35	10.78
248-265.000	923.000 HEAT	500.00	500.00	248.86	94.74	251.14	49.77
248-265.000	924.000 WATER & SEWER CHARGES	500.00	500.00	127.84	63.92	372.16	25.57
Total Dept 265.000	- BUILDING MAINTENANCE	2,500.00	2,500.00	538.35	173.40	1,961.65	21.53

TOTAL DEPT 265.000 - UNALLOCATED ACTIVITY							
248-705.000	703.000 WAGES & SALARIES	50,600.00	50,600.00	30,593.34	3,637.13	20,006.66	60.46
248-705.000	706.000 HOURLY WAGES	15,000.00	15,000.00	8,075.00	986.00	6,925.00	53.83
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	672.88	427.12	427.12	61.17
248-705.000	714.000 OPTICAL INSURANCE	500.00	500.00	581.77	0.00	(81.77)	116.35
248-705.000	715.000 SOCIAL SECURITY	4,500.00	4,500.00	3,165.52	399.62	1,334.48	70.34
248-705.000	716.000 HEALTH INSURANCE	23,000.00	23,000.00	14,415.03	2,059.29	8,584.97	62.67
248-705.000	717.000 LIFE/DISABILITY INS	750.00	750.00	471.17	67.31	278.83	62.82
248-705.000	718.000 RETIREMENT AND OPEB	3,000.00	3,000.00	1,165.36	155.48	1,834.64	38.85
248-705.000	721.000 PTO/VACATION PAY-OUT	3,000.00	3,000.00	2,703.74	805.17	296.26	90.12
248-705.000	727.000 OFFICE SUPPLIES	800.00	800.00	164.58	0.00	635.42	20.57
248-705.000	730.000 POSTAGE	200.00	200.00	38.03	0.00	161.97	19.02
248-705.000	740.000 OPERATING SUPPLIES	2,000.00	2,000.00	904.42	100.00	1,095.58	45.22
248-705.000	741.000 ADVERTISING	7,000.00	7,000.00	1,600.42	103.95	5,399.58	22.86
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	0.00	(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	1,586.52	388.45	3,413.48	31.73
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	1,028.94	179.09	171.06	85.75
248-705.000	860.000 TRANSPORTATION & CONFERENCES	2,500.00	2,500.00	1,370.42	0.00	1,129.58	54.82
248-705.000	880.000 COMMUNITY PROMOTION	14,000.00	14,000.00	16,076.00	2,292.00	(2,076.00)	114.83
248-705.000	900.000 PRINTING & PUBLISHING	500.00	500.00	0.00	0.00	500.00	0.00
248-705.000	921.000 ELECTRICITY	35,000.00	35,000.00	27,460.97	0.00	7,539.03	78.46
248-705.000	930.000 MISCELLANEOUS REPAIRS & MAINT	12,000.00	12,000.00	19,790.99	0.00	(7,790.99)	164.92
248-705.000	931.000 STREETSCAPE MAINTENANCE	55,000.00	55,000.00	33,577.57	1,207.96	21,422.43	61.05

REVENUE AND EXPENDITURE REPORT FOR CITY OF IMLAY CITY

PERIOD ENDING 01/31/2025

GL NUMBER	DESCRIPTION	2024-25		YTD BALANCE 01/31/2025 NORM (ABNORM)	ACTIVITY FOR MONTH 01/31/25		AVAILABLE BALANCE		% BDC & USED
		ORIGINAL BUDGET	AMENDED BUDGET		INCR (DECR)	NORM (ABNORM)			
Fund 248 - DOWNTOWN DEVELOPMENT AUTHORITY									
Expenditures									
248-705.000-956.000	MISCELLANEOUS	4,000.00	4,000.00	3,992.05	26.95	7.95	99.80		
248-705.000-958.000	ADMINISTRATIVE/TRANSFER TO	35,000.00	35,000.00	35,000.00	35,000.00	0.00	100.00		
248-705.000-973.000	DEVELOPMENT COSTS--UNALLOCATED	20,000.00	20,000.00	10,253.12	0.00	9,746.88	51.27		
248-705.000-973.002	LEASES	1,300.00	1,300.00	2,271.00	1,000.00	(971.00)	174.69		
248-705.000-973.006	DDA CONCERT SERIES EXP	12,000.00	12,000.00	7,707.92	1,055.00	4,292.08	64.23		
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	LAPPER 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	4,336.73	0.00	5,663.27	43.37		
248-705.000-973.560	WINTER FEST	4,000.00	4,000.00	2,294.49	544.75	1,705.51	57.36		
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	242,252.83	55,244.17	110,647.17	68.65		
TOTAL EXPENDITURES		355,400.00	355,400.00	242,791.18	55,417.57	112,608.82	68.31		
Fund 248 - DOWNTOWN DEVELOPMENT AUTHORITY:									
TOTAL REVENUES		355,400.00	355,400.00	381,998.14	284,424.31	(26,598.14)	107.48		
TOTAL EXPENDITURES		355,400.00	355,400.00	242,791.18	55,417.57	112,608.82	68.31		
NET OF REVENUES & EXPENDITURES		0.00	0.00	139,206.96	229,006.74	(139,206.96)	100.00		

Check Date	Bank	Check #	Payee	Description	Account	Dept	Project	Amount
Fund: 248 DOWNTOWN DEVELOPMENT AUTHORITY								
01/23/2025	TRI	86214	DTE ENERGY	ELECTRIC-CITY LIGHTS	921.000	705.000		49.13
				ELECTRIC-CITY LIGHTS	921.000	705.000		1,039.48
				ELECTRIC-CITY LIGHTS	921.000	705.000		2,365.57
				ELECTRIC-CITY LIGHTS	921.000	705.000		775.99
				CHECK TRI 86214 TOTAL FOR FUND 248:				4,230.17
01/23/2025	TRI	86216	FRONTIER	CITY HALL PHONES	853.000	705.000		56.23
01/23/2025	TRI	86219	IMLAY CITY HISTORICAL COMMISSION	ELECTRICAL 7/01/2024 - 12/31/2024	931.000	705.000		56.23
								126.00
01/23/2025	TRI	86223	MICHIGAN DOWNTOWN ASSOCIATION	MEMBER RATE WEBINAR SERIES DDA	740.000	705.000		126.00
								90.00
01/23/2025	TRI	86227	OUTFRONT	1/27/2025 - 2/23/2025 DDA	880.000	705.000		764.00
								35.00
01/23/2025	TRI	86235	TRI-CITY TIMES	IMLAY CITY FIRST CHOICE	741.000	705.000		764.00
								35.00
01/23/2025	TRI	86236	VC3 INC	JANUARY 2025	818.000	705.000		35.00
								187.50
01/30/2025	TRI	86247	DTE ENERGY	ELECTRIC- DDA STREETLIGHT RECEPTABLE U	921.000	705.000		187.50
								871.10
01/30/2025	TRI	86250	FRONTIER	HARD LINES	853.000	705.000		871.10
								9.58
01/30/2025	TRI	86253	FRONTIER	CITY HALL	853.000	705.000		9.58
								56.23
				Total for fund 248 DOWNTOWN DEVELOPMENT AUTHORITY				12,167.73



CITY OF IMLAY CITY

Account number ending in 9672
 Transactions for billing cycle ending 01/24/25

TRANSACTION DETAIL



Transactions

Trans Date	Post Date	Reference Number	Transaction Description	Credits (CR) and Debits
12-27 <i>Printing</i>	12-30	55446414362048017011487 <i>248 705 000 900.00</i>	ROMEO PRINTING COMPANY ROMEO MI	\$94.64
01-02 <i>operating</i>	01-03	55420125002800175326703 <i>248 705 000 740.00</i>	DOMAIN REGISTRY OF AME MARKHAM ON	\$80.00
01-03	01-03	85411175003026003012834	FINANCE CHARGE PUR REV OMAHA NE	\$19.49 CR
01-03 <i>Misc Repairs</i>	01-06	02305375004000615895117 <i>248 705 000 930.00</i>	TRACTOR-SUPPLY-CO #063 IMLAY CITY MI	\$34.97
01-15	01-15	85411175015023000094713	PAYMENT - THANK YOU	\$307.25 CR
01-22 <i>Office Supplies</i>	01-23	55432865022209400875216 <i>248 705 000 72.70</i>	Amazon.com*Z55RS1101 Amzn.com/bill WA	\$26.77

Fees Charged

Total Fees for this period **\$0.00**

Interest Charged

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

Charge 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
Purchases	18.24% (v)	NA	\$396.52	29	\$0.00
Cash Advance	30.49% (v)	NA	\$0.00	29	\$0.00

2025 Total Year-to-Date

Total Fees Charged in 2025	\$0.00
Total Interest Charged in 2025	-\$19.49

Contact Information

Contact us online
card.fnbo.com

Talk To Us
800-819-4249
We accept calls made through

Mail Payments To
FNBO
P.O. Box 2818

Fund 248 DOWNTOWN DEVELOPMENT AUTHORITY

GL Number	Description	Balance
*** Assets ***		
248-000.000-001.200	CASH - CHECKING ACCOUNT	414,990.02
248-000.000-001.201	CASH - CHECKING HRA	215.98
248-000.000-001.210	CASH - CHECKING DDA	20,723.04
248-000.000-040.000	ACCOUNTS RECEIVABLE	1,700.00
248-000.000-101.000	PREPAID - ASSET	2,114.34
Total Assets		439,743.38
*** 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		139,206.96
Ending Fund Balance		416,915.28
Total Liabilities And Fund Balance		439,743.38

City Administrative Applied Charges														
2023-2024 Budget	324,500.00													
Month	Electricity Lamps	Street Copier	Misc. #956,000	GL Office Supplies Non-DDA Purchased	Phones GL # 853,000	City Grounds Maintenance GL Misc. #956,000	Other	Administrative Transfer	Legal Services GL # 826,000	Computer Services GL # 818,000	Old Fire Hall Consumers Energy	Water Usage for downtown irrigation	MML Liability Insurance GL # 830,000	Monthly Totals
7/1/23	\$2,665.23		\$50.56	\$48.55		\$840.00		\$35,000.00						\$38,604.34
8/1/23	\$2,650.84		\$50.24	\$119.02	663.46	\$840.00								\$3,723.56
9/1/23	\$2,703.44		\$26.95		\$81.10	\$840.00	\$6.93							\$3,658.42
10/1/23	\$2,801.50		\$63.38		\$7.36	\$840.00	\$1,073.34							\$4,785.58
11/1/23	\$2,818.39		\$207.29	\$44.64	\$62.47									\$3,232.79
12/1/23	\$3,395.95		\$70.88	\$22.51	\$68.34		\$70.40							\$3,628.08
1/1/24	\$4,022.87		\$55.94	\$31.32	\$113.05									\$4,223.18
2/1/24	\$2,927.46		\$65.76	\$71.27	\$114.60									\$3,179.09
3/1/24	\$2,810.06		\$97.35	\$16.39	\$55.79									\$2,979.59
4/1/24	\$4,441.57		\$26.95	\$57.04	\$55.33	\$806.40	\$189.56							\$5,576.85
5/1/24	\$4,145.07		\$80.91	\$46.54	\$18.86	\$806.40	\$375.00							\$5,472.78
6/1/24	\$4,013.79		\$48.77	\$11.90	\$50.00	\$806.40			\$480.00	\$187.50	\$16.00			\$5,614.36
	\$43,396.10		\$909.64	\$469.18	\$799.79	\$6,585.60	\$1,715.23	\$35,000.00	\$480.00	\$187.50	\$16.00			\$89,355.54
2024-2025 Budget	\$30,000.00		\$4,000.00		\$1,200.00	\$4,000.00		\$35,000.00						
6/1/24			\$64.66		\$9.43	\$806.40				\$13.30		\$4,192.41		\$9,086.13
7/1/24	\$3,999.93		\$70.00		\$177.87	\$806.40			\$30.00	200.95			\$974.90	\$6,503.26
8/1/24	\$4,243.14		\$37.97		\$121.03	\$806.40				200.95				\$5,259.86
9/2/24	\$4,093.51		\$33.87	\$16.50	\$64.67	\$806.40				13.45				\$4,760.87
10/31/24	\$4,632.38		\$80.27		\$162.20	\$806.40				187.5				\$5,690.99
11/30/24	\$4,454.62		\$83.05		\$115.22					200.95				\$5,106.65
12/31/24	\$4,707.43													
1/31/25	\$5,101.27	\$26.95	\$56.23							200.95				\$5,385.40

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

DATE: February 10, 2025

TO: DDA Board Members

FROM: Christine Malzahn, DDA Executive Director

Background: Chair Bargen and Director Malzahn have continued to negotiate with City leadership to reach a revenue sharing MOU agreement. Items still be discussed:

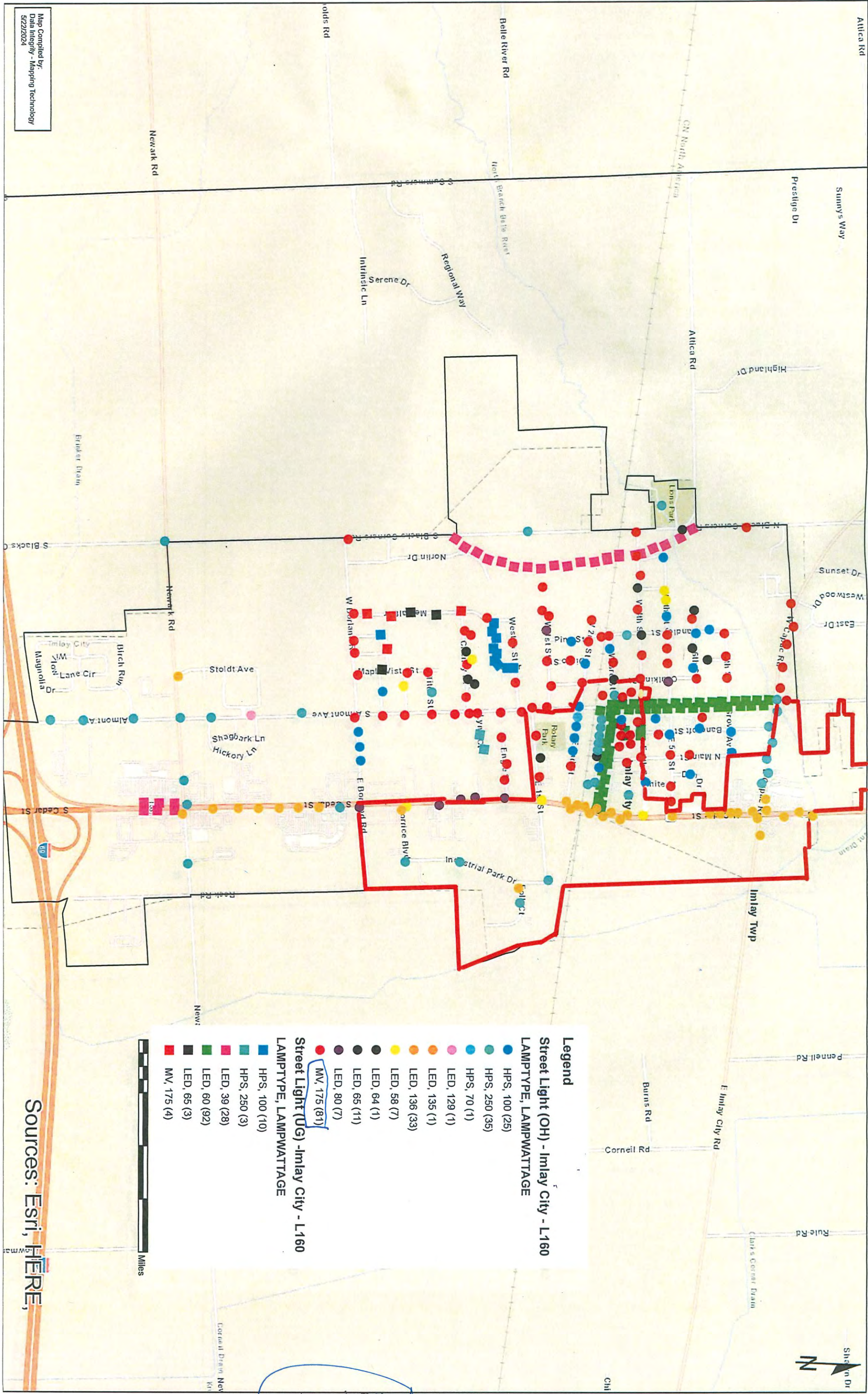
- Annual \$
- DTE Street Lamp LED Conversion
- DDA Fund Balance Interest Earned Recovery
- Length of Term for the MOU

Items Attached: Revised Memo of Understanding Agreement (January draft)
DTE Street Lamp Locations Map

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

Recommendation: Motion to continue negotiations on points discussed at Board table.

Imlay City - L160 - Streetlight Locations



159 Total

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



AGENDA ITEM NB 10a: 126 N. Almont Ave Façade Grant Application

DATE: **February 10, 2025**

TO: DDA Board Members

FROM: Christine Malzahn, DDA Executive Director

Background: The DDA office received a grant request from Dr. Earnest Centofani on January 14, 2025. The scope of work includes brick and mortar repairs to portions of the front of the building.

Items Attached: Façade Grant Application

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

Recommendation: Motion to approve the façade grant reimbursement request in the amount of \$1,100.00 for 126 N. Almont Avenue.

RECEIVED

JAN 14 2025

Façade Grant Application Process and Checklist

This application must be completed and returned to the Imlay City DDA director no later than the 14 business days prior to the next regular DDA Board meeting along with:

- N/A A notarized letter of permission from owner (if applicant is not the property owner).
Documentation of DBA, LLC or Company organization documents confirming legitimate business name.
A detailed written description of the project plans (scope of work, including materials and color schemes), pictures of the current area/conditions, and a rendering or picture of proposed work which addresses how the project complies with the Façade Grant guidelines.
A detailed cost estimate for all eligible costs supported by a quote from a minimum of two or more licensed and/or insured contractors or suppliers. Include Contractor / Supplier's business name, address, phone number, email, license or insurance certificate and website.
N/A Copies of any permits necessary to complete the work.
Completed W9 Form
Upon project completion applicant must provide pictures of completed work and proof of payment to all suppliers/contractors (CASH TRANSACTIONS NOT ACCEPTED)
The applicant has spoken to the Construction Code Authority and has received information regarding the permits needed and regulations related to this project.

N/A Construction Code Authority Representative Date

Grant Application

- Check One: [X] Property Owner [] Business Owner
Check One: [] Signage (\$1,500 Maximum Grant) [] Other Façade Improvements (\$5,000 Maximum Grant)

ERNEST CENTOFANT 1
Name of Applicant

126 N. ALMOND AVE Imlay City MI 48444
Address of Applicant

126 N. ALMOND AVE Imlay City MI 48444
Address of Property Proposed for Improvement

DR. ERNEST CENTOFANT 1 owner
Business Contact Person & Title

810 1614.1278 989-635-6294 Centochiro@tformail.com
Phone Fax Email



DDA Façade Grant Program Guidelines

Imlay City Downtown Development Authority (DDA) will consider applications for grants of up to fifty (50%) percent of the eligible costs not to exceed \$5,000. The maximum grant shall be \$5,000 per fiscal year. Projects will have to be in accordance with the guidelines below and the location must be inside of the DDA District.

Property owners and their tenants who do not pay property taxes are not eligible for the Façade Grant. Property owners and/or applicant may NOT have any delinquent taxes, unpaid fees or charges that are applicable to any portion of the land to which the application applies. ***The property where the work is to be done MUST be occupied and open to the public with regular business operating hours.***

Objectives:

- Improve/upgrade vacant or underutilized historic building to accommodate new uses.
- Enhance the unique aesthetic appeal of downtown related to its architecture by encouraging the rehabilitation of certified historic structures.
- Stimulate new investment into district buildings to increase the property value and the economic potential of participating properties.
- To facilitate improvements that add value, are appropriate to the architecture of the building, and are compatible with the downtown main street setting.

Funding Limits:

A property may be granted UP TO A TOTAL OF \$5,000 PER FISCAL YEAR PER PROPERTY, based on date/time stamp of submission, completion date and funding availability. Funding amounts may differ dependent on type of project with a maximum allowed for projects per the guidelines contained herein. A property may only be awarded an Architectural Services Grant once during any given period.

Project Description	Maximum Grant Funding
Signage (including but not limited to: free standing, attached, window graphics, text or images on awnings, marquees, related lighting and electrical fixtures)	\$1,500.00
All other eligible façade improvements as described below	\$5,000.00
Architectural Services	\$500.00

Eligible Façade Improvement Projects:

- Repair to building exterior facades.
- Masonry repair or cleaning.
- Restoration, repair, or replacement windows,
- Restoration, repair or replacement of exterior doors.
- Restoration, repair or replacement of exterior walls, chimneys, or other architectural elements.
- Exterior work necessary for conversion to a business establishment's entry or outdoor seating area.
- Removal of after-installed facades along with restoration of vintage elements.
- Lighting or other appropriate enhancements not related to signage.
- Exterior painting including porches, decks and balconies.
- Improvements or additions necessary for ADA compliance.
- Awnings that do not have imprinted text, images, etc.

Ineligible Façade Improvement Projects:

- Interior Improvements.
- Projects considered routine maintenance (cleaning, power washing, trash removal etc.)
- Labor paid to applicant, family members of applicant, or employees of applicant.
- Roofing.
- Additions to existing structures with the exceptions that are listed above.
- Purchase of furnishings or equipment.
- Repair or creation of features not compatible with original architecture.
- Costs incurred before final grant approval by DDA.
- Costs paid by the applicant in merchandise or in-kind services.
- Costs associated with Michigan Sales Tax.

General Requirements:

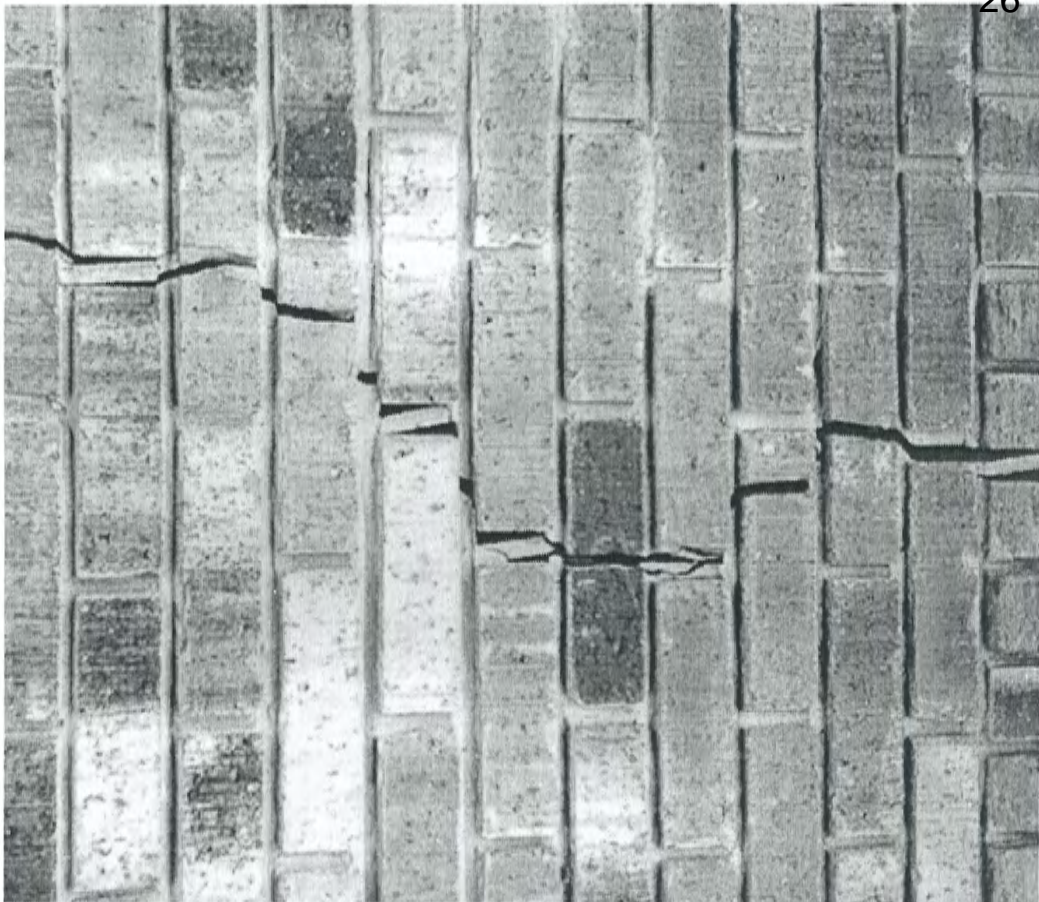
- For the project to be grant eligible, a completed Façade Grant Application must be approved by the Imlay City Downtown Development Authority Board of Directors **PRIOR** to the commencement of any work.
- You must include before pictures of project pertinent to application, along with a rendering where applicable.
- All work must be in accordance with the applicable local, state and federal codes. For information regarding ordinances and necessary permits please contact the Construction Code Authority 810-667-0420 or visit their website: constructioncodeauthority.com.
- All exterior code deficiencies or violations and imminent health and safety hazards must be corrected in conjunction with façade renovation.
- Applicant shall be responsible for all construction management and contracting work to be done, as well as obtaining and following all local permits and codes.

- A detailed estimate for all eligible costs must be submitted and supported by a quote from a **minimum of two** or more licensed or insured contractors or suppliers.
- Quotes must include the contractor/supplier's business name, address, phone number, email, license and/or insurance certificate, and website (if applicable).
- Upon completion of work, all invoices pertaining to the project must be paid in full. Copies of all paid receipts/checks must be submitted to the DDA office before reimbursement will be issued (cash transactions not acceptable), along with pictures of the completed work.
- Property improvements must be completed within twelve (12) months of approval or applicant will be required to resubmit application with no guarantee of funding.
- Façade Improvement Grants are limited to \$5,000 per property per budget cycle. (July 1-June 30)
- A business that changes its name (under the same ownership) and remains at the same physical location is limited to two (2) grant approvals within a three year period. (The three (3) year period of time begins on the date on which the first grant was approved.
- A business (under the same ownership and name) that changes its physical address is limited to two (2) grant approvals within a three year period. (The three (3) year period begins on the date the first grant was approved).
- Property owner and/or applicant may NOT have any delinquent taxes, unpaid fees or unpaid charges that are applicable to any portion of the land to which the application applies.
- Grantee agrees to indemnify and hold harmless the City of Imlay City and the Imlay City Downtown Development Authority from any and all claims arising out of the work performed.

Architectural Services

- Before design work by an architecture firm may begin, the DDA Director must approve the qualifications of requested architectural firm and an Architectural Services Application must be approved by the Downtown Development Authority's Board of Directors.
- Design work should be appropriate to the architecture of the building and be compatible with the downtown main street setting.
- Only a property owner may request an Architectural Services Grant.
- Only one Architectural Services Grant will be allowed per property address. Changes in property ownership, scope of design work or architecture firm will not be considered as reasons for the DDA to grant additional Architectural Services grants.
- Upon design work completion, the DDA will receive copies of all work tendered by approved architectural firm regarding the approved property.
- It is the responsibility of the architecture firm and/or property owner to ensure design meets any state, local or city ordinances and codes.
- Quotes must include the architecture firm's business name, address, phone number, email, and website (if applicable).
- Grant funding will be placed in line according to date submitted for reimbursement upon completion of work. Copies of all paid invoices pertaining to the project must be submitted to the DDA office along with pictures of the completed project.
- Design renderings must be completed within nine (9) months of approval or applicant will be required to resubmit application with no guarantee of funding.

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Fully Insured
WINIECKI
MASONRY
 Brick & Stone
 Shawn Winiecki
 Office: 810-724-1991 • Field Phone: 810-314-0628

669327

CUSTOMER'S ORDER NO.	DEPARTMENT	DATE
		11-3-29
NAME DR. ERNEST CENTOFANI		
ADDRESS 126 N. ALMONT AVE		
CITY, STATE, ZIP JMLAY CITY MI		
SOLD BY	CASH	C.O.D.
CHARGE	ON. ACCT.	MDSE. RFD
PAID OUT		

QUANTITY	DESCRIPTION	PRICE	AMOUNT
1			
2	ESTIMATE FOR		
3			
4	REFACING FRONT		
5	ENTRANCE OF		
6	BUILDING CUTTING OUT		
7	ALL THE JOINTS AND		
8	REFILLING WITH NEW		
9			
10	TOTAL COST		
11			
12	\$ 4000.		
13			
14			
15	SHAWN WINIECKI		
16			
17	810 314 0628		
18			

RECEIVED BY

A-5805
T-46320/46350

KEEP THIS SLIP FOR REFERENCE

01-11

669327

CUSTOMER'S ORDER NO.	DEPARTMENT	DATE
NAME		11-3-29
ADDRESS		
CITY, STATE, ZIP		
SOLD BY	CASH	C.O.D.
	CHARGE	ON. ACCT.
	MDSE. RETD.	PAID OUT

QUANTITY	DESCRIPTION	PRICE	AMOUNT
1			
2	Estimate For		
3			
4	REFACING FRONT		
5	ENTRANCE OF		
6	BUILDING CUTTING OUT		
7	ALL THE JOINTS AND		
8	REFILLING WITH NEW		
9			
10	TOTAL COST		
11	\$ 4000.		
12			
13			
14			
15	SHAWN WINIECKI		
16			
17	810 314 0628		
18			
RECEIVED BY			

PROPOSAL/CONTRACT



BRICK & MASONRY

5835 Sutton Rd., Dryden, MI 48428
810-627-0934
www.facebook.com/aplusbrick

- Chimneys
- Porches
- Tuckpointing
- Pave Repairs
- Cultured Stone
- Concrete
- Powerwashing

Crew: _____
 Date: 10/11/24
 Home Phone: 910-724-3344
 Cell Phone: _____
 Cell Phone 2: _____

Homeowner(s): CENTOFANI CURIOGRAPHIC CLINIC
 Street: 126 N. SUMMIT AVE City: INDIAN CITY
 State: MI Zip: 48444 Email: _____ Lead Source: _____

ARTICLE 1. SCOPE OF WORK: A+ BRICK & MASONRY shall furnish all materials and perform all the work described in the specifications entitled, and annexed hereto as it pertains to work to be performed on property (same as above). Permit cost plus fee is to be documented below if included.

Job Specifications:

- * Tuckpoint roof eaves
- * Tuckpoint west side face of body
- Type S molar
- Luff

TOTAL: \$ 2,200 @

current brick size: _____
 replacement brick size: _____
 name of replacement brick: _____

I, the homeowner, accept and authorize replacement brick that I have chosen and it's size, brick color, brick texture and brick name. I understand that it may not be an exact brick match to my existing brick.
 Homeowner Signature: X [Signature]

ARTICLE 2. CONTRACT PRICE:

The customer shall pay A+ BRICK & MASONRY for the material and labor to be performed under the contract sum of:
 Dollars: \$ 2,200 @

ARTICLE 3. PROGRESS PAYMENTS:

Payments of the contract price shall be paid in the manner following:
 Deposit \$ 1,100 @ Check Number NA Date Deposit Received 11/13/24 Due Upon Completion \$ 1,100 @

Customer Acceptance of Contract: The above prices, specifications and conditions including Article 4 on back of page are hereby accepted.
 Homeowner Signature: X _____ Print X _____ Date: _____
 Salesman Signature: X [Signature] Print X Mark Sub Date: 12/17/24
 Job Completion Homeowner Initial: _____ A+ Member Completion Initial: _____

(If any clause or condition is found to be void, unconstitutional, or contrary to laws of this state, the balance of this proposal will remain in full force and effect.)

ARTICLE 4 GENERAL PROVISION AND WARRANTY

- 1) All work shall be completed in a workman-like manner. Guarantee for 5 years on labor and material.
- 2) A+ Brick & Masonry is a fully insured company.
- 3) A+ Brick & Masonry is not responsible for any damage that may occur to underground cables, pipes and lines (cable, phone, electrical, etc.) A+ Brick & Masonry is not responsible for any damage that may inadvertently occur to sprinkler lines or systems. Miss Dig (800)482-7171. Sketch of cable, phone, electrical, etc. must be provided prior to project.
- 4) All change orders shall be in writing and signed by both customer and A+ Brick & Masonry and shall be incorporated in, and become part of the contract. This contract supersedes all prior written or oral promises and representations.
- 5) Permits will be pulled as needed by customer and the cost of the permits will be fully paid by the home owner.
- 6) Unless otherwise specified, concrete shall be saw cut to prevent cracking. However, A+ Brick & Masonry cannot guarantee against cracking or tone pops (inc. but not limited to chipping or flaking) occurring. Surface blemishes from aggregate pops may occur. This will not compromise the integrity of the concrete. Exception may be if you experience more than 20% of surface. This being the Industry Standard. Cracks exceeding 3/16 of an inch will be repaired by grinding and caulking. A+ Brick & Masonry can not be responsible for shifting/settling due to freeze/thaw conditions. Deterioration of concrete caused by using salt and other de-icing chemicals cause the concrete to peel and will not be covered under the warranty. Snow removal by heavy machinery will be at the homeowner's risk. A+ Brick & Masonry is not responsible for any settlement in concrete due to underground utilities. Given the possibility of natural color variations occurring, especially multiple loads, A+ Brick & Masonry cannot guarantee against, but takes all precautionary measures against this occurring. Workmanship is guaranteed in accordance with the laws of the State of Michigan.
- 7) A+ Brick & Masonry reserves the right to subcontract jobs as needed. Contracted companies will retain their own liability.
- 8) In the event customer shall fail to pay any periodic or installment payment due, hereunder A+ Brick & Masonry may cease work without breach pending payment or resolution of any dispute. All balances shall be subject to a service charge of 2.0% per month (24% year) plus all costs and reasonable fees, including legal fees, in the event collection is required.
- 9) All disputes hereunder shall be resolved by binding arbitration in accordance with the rules of the American Arbitration Association. A+ Brick & Masonry has the right to pursue.
- 10) A+ Brick & Masonry shall leave the work site in an orderly manner upon completion of the project. The customer is responsible for restoration of grass and landscaping in areas unless specified.
- 11) Cancellation of a contract must be submitted in writing. You can submit your request to the E-mail provided below. After contract acceptance, you have 3 business days to submit your request for cancellation. Cancellation after 3 business days is subject to a \$650.00 processing fee. Once a start date is scheduled, if you choose to cancel, A+ Brick & Masonry reserves the right to retain deposit. Homeowner understands if immediate schedule discount is accepted, and any material is purchased, or any kind of work is initiated at contracted property within the first 3 days of signed contract then the three day right to cancel is then forfeited.
- 12) Customer understands and acknowledges that heavy machinery, tools and trucks are necessary components for performances of the services agreed to. The customer authorizes A+ Brick & Masonry to have access to the designated project by way of concrete, asphalt, roofing and siding on home or other paved and unpaved surfaced and expressly release A+ Brick & Masonry from any damage, including but not limited to cracking, heaving, sinking, staining and or making of paved or unpaved surfaces such as neighboring landscaping and grass around project perimeter as well as roof and siding of building.
- 13) Upon job completion an A+ member will do a walk thru with homeowner or present party. At this time you are accepting the contracted work performed as complete and satisfactory. At that time final payment is due.

A+ Brick & Masonry will be contacting you on Fridays (with the exception of holidays) to give updated status on the schedule for the job to be completed. All updates are subject to change due to weather and obtaining materials. If you have any questions or concerns please feel free to contact our office at (810)627-0934.

E-Mail- aplusbricknmasonry@gmail.com



AGENDA ITEM NB 10b. Hispanic Services Center Funding Request

DATE: **February 10, 2025**

TO: DDA Board Members

FROM: Christine Malzahn, DDA Executive Director

Background: The Hispanic Services Center (HSC) is actively planning for their main annual fundraiser celebrating Cinco De Mayo. HSC Director Ashleigh is seeking sponsorship from the DDA to help them grow the event and maximize donations.

Items Attached: Funding Request (provided at meeting)

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

Recommendation: Motion to approve the funding request for \$2500 for the HSC Cinco De Mayo event.

Imlay City Downtown Development Authority
Request for Funding an Event or Program

Please Provide the Following Information:

Request Date: March 14th Proposed Event Date: May 3, 2025

Requested by (Organization Name): Hispanic Service Center

Name of Event or Program: Cinco de Mayo festival

Detailed Description: Mexican cultured festival to bring in the community. see attached document

Amount Requested: \$2,500
(attach any additional information that will assist in the review process of this request)

Contact Name: Ashley Bruce (Provide contact name of person responsible for coordinating, chairing, and/or presenting the information and request to the Imlay City DDA Board)

Address: 113 N. Almont Ave
Imlay City MI 48444

Office Phone: 810-724-3665 Mobile Phone: 810-728-2797

Fax Phone: _____ Email: director@imlayhsc.org

Note: Any Event or Program sponsored by the Imlay City DDA shall acknowledge the Imlay City DDA as a sponsor and/or source of funding on all publications, flyers, press releases, and/or advertisements.

For DDA USE ONLY-Do Not Write Below this Line

Reviewed By: _____ Meeting Date: _____

Budgeted Item: _____ Account: _____

Approved: _____ Denied _____ (by Board Resolution or Motion)

Chairperson/Treasurer

NOTES: _____

Cinco de Mayo Festival: A Partnership Opportunity with the Hispanic Service Center

I'm excited to present an opportunity for the Hispanic Service Center to host a meaningful and engaging event that celebrates Mexican culture while raising funds to support our programs—our Cinco de Mayo Fundraiser. While we are still finalizing details, our vision is clear: to create a vibrant, family-friendly celebration centered around authentic Mexican culture, food, and traditions.

Event Vision & Key Elements:

- **Celebrating Mexican Culture:** This event will highlight authentic Mexican food, music, traditional games, and cultural activities, creating an immersive and educational experience for attendees.
- **Restaurant Partnerships:** We desire to partner with local Hispanic restaurants, allowing them to showcase their cuisine while donating a portion of proceeds to support our mission.
- **Family-Friendly Activities:** We will have games, an inflatable target, a piñata, and other engaging activities to create a welcoming atmosphere for all ages.
- **Local Vendors:** We aim to involve Hispanic artisans and small businesses, providing them with a platform to share their work and connect with the community.
- **Raffles & Prizes:** We will include raffles and exciting prizes to encourage participation and fundraising.
- **City Partnership:** A partnership with the City of Imlay City would be valuable in helping to fund key elements of the event, including a live mariachi band, traditional Mexican dancers, and advertising to promote the event. The support would allow us to enhance the cultural experience, attract a larger audience, and ensure the event's success.

Why This Matters:

This event is an opportunity to not only raise funds but also celebrate and honor Mexican culture in a way that brings the entire community together. With the City's support, we can maximize community engagement, strengthen partnerships with local businesses, and raise funds for the Hispanic Service Center, supporting what we do for the community.

To move forward, we are seeking a partnership with the City of Imlay City to help fund and promote this community-wide event. Specifically, we are looking for support in covering the costs of a live mariachi band, traditional Mexican dancers, and advertising efforts to ensure strong attendance and engagement.

By working together, we can maximize community participation and highlight local businesses.

Estimated Cost Break Down

Dancers & Mariachi - \$1,000

Advertisement (Flyers, signs, m-53 billboard, newspaper) - \$1,500

Total request: \$2,500



AGENDA ITEM NB 10c: Strategic Planning Session

DATE: February 10, 2025

TO: DDA Board Members

FROM: Christine Malzahn, DDA Executive Director

Background: Strategic Planning Sessions for Downtown Development Authorities (DDAs) provide essential guidance for the director, board, budgeting process, and community by establishing clear priorities and a shared vision. For the director, these sessions offer a structured framework for leadership and project execution. The board benefits from enhanced collaboration and informed decision-making, ensuring alignment with organizational goals. The budgeting process becomes more efficient and transparent, as resources are allocated based on strategic priorities. Meanwhile, the community gains from well-planned initiatives that drive economic growth, infrastructure improvements, and overall downtown vitality.

Items Attached: POW Strategies Bio
Wade-Trim Bio

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

Recommendation: Motion to hire consulting Firm POW Strategies to facilitate a strategic planning session to be held on _____ in the amount of \$_____.



About

Our Story

Cristina Sheppard-Decius, CMSM, founded POW! Strategies, Inc., to help downtowns, communities and businesses leap tall buildings in a single bound to reach their full potential by implementing sound business development and communications strategies. With over 30 years of experience in revitalizing and growing downtowns, non-profit organizations and businesses, POW! Strategies specializes in strategic planning, business development, organizational management, communications and marketing.

Each community and business is unique in their goals and needs,

but all desire a realistic and implementable strategy that stimulates the local economy and bottom line. POW! Strategies will quickly identify needs and set a path for continued success.

The Team

Cristina Sheppard – Decius,

CMSM

President & Founder

Sheppard-Decius is nationally and locally known for her proven track record of revitalizing Downtown Ferndale and Downtown Dearborn, Michigan, during her tenure as the Executive Director of the Ferndale Downtown Development Authority (DDA) and Manager of the Dearborn Downtown Development Authorities (DDDA). With almost 25 years in downtown management, business and economic development experience, as well as 30 years of public relations, marketing, organizational restructuring, non-profit and volunteer management, she provides insights and know-how to grow others. Recognized as one of Crain's Detroit Business 40 Under 40 in 2009, Sheppard-Decius holds a B.A. in Public Relations with a Journalism minor from Western Michigan University and is a Certified Main Street Manager (CMSM) (2005) of the National Main Street Center.

Under her leadership, Downtown Ferndale transformed into a thriving downtown in the Metro Detroit area and experienced tremendous growth with over 175 building improvements and \$80 million in reinvestment as part of Main Street Oakland County. Downtown Ferndale was honored as one of five Great American Main Streets in the nation by the National Trust Main Street Center in 2010 due to her tenacity and innovation. Through Sheppard-Decius' efforts, Downtown Ferndale received over \$2.1 million in grants and in-kind services, including Federal TEA-21/TAP grants for streetscape improvements, a Preserve



a Preserve America grant, Main Street Oakland County designation in 2001, National Main Street Certification for 8 consecutive years and Cool Cities grants.

To achieve these results, Sheppard-Decius established and implemented a strategic plan that brought about over \$4 million in public improvement projects, renewals of the Downtown Development and Tax Increment Financing Plans in 2007 and 2012; design guidelines and ordinances improving the overall aesthetics for the downtown; creation of numerous public policies and ordinances necessary to improve the business economy; rebranding of the downtown, promotions, communications, social media and marketing to grow the local economy; creation and implementation of business recruitment, retention and incentive programs with an all-time high occupancy 2004-2007 with 99% occupied; conducted market analysis, parking studies, parking financial and management restructuring, site feasibilities, corridor, multi-modal and wayfinding plans; provided business start-up and venture planning consultation and evaluation services;

management of over 50 volunteers annually and an annual budget of \$650,000.

While in Dearborn, a community over 110,00 people with two downtown districts, Sheppard-Decius grew the DDA taxable value by 30%, increasing the annual budget to over \$2 million between the two DDDAs. The goal to transform Downtown Dearborn started with reorganizing all management and operations under one framework including: staff; office and accounting; district operations and maintenance; events, marketing and promotion of districts; and consolidation of social media and online presence. She also provided oversight and direction to new public infrastructure including over \$11 million in streetscapes and roads, landscaping, maintenance, and parking deck improvements. She also developed and implemented a volunteer management program of over 40 volunteers including two 11-member Board of Directors and multiple committees; implemented a bike share system and other multi-modal improvements throughout downtown; increased occupancy by 30% with a business recruitment and retention strategy; and initiated a new brand identity, website, social media, media relations, advertising/ marketing campaigns, and over 60 special events and retail promotions annually.

Sheppard-Decius actively serves as the Chairperson of the Michigan Downtown Association (MDA), and previously served on the P3 Committee of the International Council of Shopping Centers (ICSC) Michigan Alliance. Because of her experience with DDAs in the State of Michigan, she is regularly called upon by local communities for brief consultations on best practices and DDA law. As an MDA Executive Board member, she has also led legislative policy reviews and advocacy efforts on behalf of the MDA, representing hundreds of DDAs across the State of Michigan. On numerous occasions she provides training for downtown and economic professionals both nationally and regionally through the National Main Street Conferences, International Council of Shopping Centers, Southeast Michigan Council of Governments, Michigan Economic Development Association, Michigan Downtown Association and other local and state economic development agencies.



Pinellas County HOME-ARP Allocation Plan, FL

COMMUNITY PLANNING

Communities strive to be unique and vibrant places where people want to work, live and play. Wade Trim helps clients shape their ideas into built environments drawing on diverse staff expertise to offer comprehensive planning and zoning, landscape architecture, design and economic development solutions.

NEWS



Services

Community Planning

- Community visioning and engagement
- Comprehensive planning
- Corridor and sub-area planning
- Strategic planning
- Parks, trails and open space planning
- Urban design and placemaking strategies
- Site planning and design
- Intergovernmental coordination
- Public/private partnerships and agreements
- Demographic analysis
- Expert witness testimony
- Capital improvements planning

Zoning

- Zoning and land development codes
- Form-based codes
- Subdivision/condominium regulations
- Design guidelines

Community and Economic Development

- Downtown planning
- Neighborhood planning
- Tax Increment Financing
- Market analysis
- Grant writing
- Community Development Block Grant Assistance
- Consolidated planning/action planning
- Federal programs administration

Building and Redevelopment Services

- Redevelopment strategies and implementation
- Adaptive reuse services
- Department staffing
- Building plan reviews
- Building inspections
- Code enforcement
- Compliance



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Director's Report – February 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

- Prepared and executed application for incubator space lease with Like Wise Designs
- Met with several business owners about possible tenants in their downtown buildings.
- Presented the Social District Management Plan to City Commission

Place Making/Streetscape

- Scheduled removal and storage of holiday lights
- Continued work on bike rack kiosks

Grants:

- Began work on Rotary Park DNR Passport Rec Grant

Billboard:

- Reached out to past advertisers for 2025 space availability

Imlay City Façade Corp

- Completed and Submitted RAP 3.0 Façade Subgrant application

Meetings and Other:

- Attended Rotary Club weekly meetings.
- Processed invoices, check requests, and mailed payments.
- Made updates to the DDA website for 2025 information.
- Attended January 21st City Commission Meeting
- Attend monthly department head meeting
- Attended the monthly Hispanic Cultural/Services meeting
- Prepared meeting minutes, agendas, action item sheets, and board packets regular DDA meeting

Week Ending January 24th

From: Christine Malzahn <ddadirector@imlaycity.org>

Sent: Fri, Jan 24, 2025 at 2:57 pm

To: wbargen@icdda.com, sdavis@icdda.com, jshattuck@icdda.com, ndocherty@icdda.com, jkempf@icdda.com, byockey@imlaycity.org, jmontoya@icdda.com, srobbins@icdda.com, kjorgensen@icdda.com, jgenord@icdda.com

Cc: ddapromotions@imlaycity.org

[image001.png](#) (8 KB) [2025.01.13 Regular Meeting Minutes.docx](#) (44.9 KB)

[2025.01.13 Imlay Facade Corp Meeting Minutes.docx](#) (38.2 KB) [Custom Bike Racks.zip](#) (7.4 MB) — [Download all](#)



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SHOW IMAGES

| **ALWAYS SHOW IMAGES FROM THIS SENDER**

Hello All,

Attached are the minutes from our last meeting. If you see anything that needs to be corrected, please let me know.

I officially submitted our RAP 3.0 grant application this afternoon, so now we just hurry up and wait on the MEDC's evaluation. I've already begun working with Dana Walker and Annie Garcia on the next grant application for a DNR Passport Rec grant to fund the improvements at Rotary Park that we discussed a few months ago. No stopping now!

I mentioned during my last directors report that I was going to go check on our custom information kiosk/bike racks – which I did. Attached are a few photos of how they look – bigger than I expected but these will be very cool art pieces and I'm excited to see them powder coated. The pickle jar will be John Deere Green, black for the Train and IC Spartan blue for the sparty head. You can see in the pics the door opening to the informational areas. Todd is working to add a solar powered lamp to shine down on those areas. I'm super geeked to get them delivered and installed finally.

As a reminder I will be out of the office next week on a trip to Lake Tahoe. Chris will be in the office Tues-Thurs if you need anything. When I get back I'll get to work on your next meeting packet and I promise to keep the agenda as short as possible (so far we only have one new business item) so hopefully it will be a quick meeting for a change.

Stay warm and thanks for the opportunity to do this amazing work here in IC.

Christine Malzahn

DDA Executive Director
City of Imlay City

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Email: ddadirector@imlaycity.org

