



**MAIN STREET & DOWNTOWN DEVELOPMENT AUTHORITY  
ANNUAL MEETING**

**WEDNESDAY, January 23, 2008**

**VISION STATEMENT:**

**HOWELL WILL BE AN UNIQUE, HISTORIC COMMUNITY WITH A VIBRANT MIX OF  
COMMERCIAL, RESIDENTIAL AND CULTURAL FEATURES –  
A FRIENDLY PLACE TO SHOP AND LIVE**

Board Members in Attendance: Mayor Moen, Charlotte Swann, Stephanie Schlittler, Vicki Hartman, Sue Hamilton, Jeff Hansen, Jake Heikkinen, Trevor Brooks

Board Members Absent: All Members Present

Also Present: Erin Perdu, Interim Planning & Zoning Director, Mindy Arnold, Main Street Manager, City Manger Shea Charles, Sherrie Boak, Recording Secretary, Laurie Humphrey, Roger Dresden, Jodie Drogmiller, Kathleen Zaenger, Donna Lang

President Swann called the meeting to order at 6:38 p.m.

Citizens Comments

No Comments

Approval of Minutes

**MOTION by S. Schlittler, SUPPORTED by J. Hansen to approve the minutes of the Executive Committee of January 10, 2008 as presented. MOTION CARRIED UNANIMOUSLY.**

**MOTION by J. Hansen, SUPPORTED by S. Schlittler to approve the minutes from the regular meeting of November 28, 2007 as amended. MOTION CARRIED UNANIMOUSLY.**

**MOTION by J. Hansen, SUPPORTED by S. Schlittler to amend the agenda to move Discussion/Action Item B. LAC Opera House Sponsorship, C. Howell Area Parks & Recreation Authority Sponsorship, and H. Melon Festival Work Group to the top of the agenda, and cancel A. Ice Rink Presentation. MOTION CARRIED UNANIMOUSLY.**

**B. LAC Opera House Sponsorship – Roger Dresden (LAC)**

Roger Dresden 3850 Golf Club, Genoa Twp, representing the Livingston Arts Council (LAC) outlined the plan for the Acoustic Café project planned for the Opera House, and defined their plans for advertisement. Mr. Dresden then asked the Board for their sponsorship support.

**MOTION by S. Schlittler, SUPPORTED by T. Brooks to approve sponsorship in the amount of \$250 for the Acoustic Café for 2008 located at the Howell Opera House.**

**MOTION CARRIED UNANIMOUSLY.**

**C. Howell Area Parks & Recreation Authority Sponsorship**

Donna Lang and Kathleen Zaenger with the Howell Area Library spoke on behalf of Debbie Mikula with the Howell Parks and Recreation. Ms.Lang outlined the planned project for a Classic Film and Lunch Series. Ms. Lang gave details on participating organizations, the process, costs, and promotions. Ms. Lang concluded by asking for the Board sponsorship support.

**MOTION by T. Brooks, SUPPORTED by J. Heikkinen to approve the sponsorship of \$1500 for the Downtown Classic Film and Lunch Series through the Howell Area Parks & Recreations Authority. MOTION CARRIED UNANIMOUSLY.**

#### **H. Melon Festival Work Group**

President Swann updated the Board on the transition of the Melon Festival from the Jaycees.

Jodie Drogmiller, Jaycees representative, stated items the Jaycees wanted to address including maintaining the “Prince and Princess Contest”, and the “Arts and Crafts”. Ms. Drogmiller stated that items needed to be finalized including the domain site for the website, and continuing communications for a smooth transition.

The Board and Ms. Drogmiller discussed scheduling a sub committee to finalize items, at which point a decision could be taken to the membership of the Jaycees the first Thursday in February.

The Board then held further discussions on the time lines of planning, dates, volunteers, event components, and a consensus of the board to move forward with the event.

Mayor Moen arrived at 7:15 p.m.

#### Correspondence

The Board reviewed the letter from Dan Clouse, regarding Merry Tuba Christmas. No comments.

#### REPORTS

##### DDA Director

Erin Perdu, Interim Planning & Zoning Director, outlined her submitted report. Ms. Perdu stated that a D-19 joint meeting between the City Council, Planning Commission, and the DDA is being scheduled for the first week of March. Ms. Perdu then referenced the submitted draft Vision Statement, and asked that the Board review and bring back for discussion in February.

##### Main Street Manager Report

Mindy Arnold, Main Street Manager, outlined her report and referenced the upcoming meeting and conference dates.

Board Member Hamilton asked for an update on the kiosks. Ms. Arnold stated a new one was installed behind 1<sup>st</sup> National Bank, and the Susan Pomerville was currently updating the information, and the committee hopes to have the current information in February. Ms. Arnold concluded by stating the information would be updated quarterly, depending on changes.

##### Presidents Report

President Swann updated the Board on the Livingston County Board meeting on January 22, 2008 where the County approved a resolution to maintain the existing courthouse property in its present condition with no ice rink.

Ms. Swann informed the Board that Nathan Voght has been offered the position of the DDA Director. It was recommended that Ms. Perdu speak to Mr. Voght about the vision statement.

##### Treasurers Report

Treasurer Jeff Hansen distributed financials to the Board. Mr. Hansen then stated that every committee seemed to be on pace with their budget.

**MOTION by S. Schlittler, SUPPORTED by Mayor Moen to place all presented reports on file. MOTION CARRIED UNANIMOUSLY.**

Approval of Committee ReportsDesign Committee

Board Member Hansen stated that the Committee was working on projects that will complete the year. Mr. Hansen then informed the Board of the recent sign incentive program changes adding awnings and the reasoning.

Board Member Hamilton asked that the Committee consider changing #7 to state: "Non-conforming signs will be considered for sign incentive, if the sign is brought into conformity."

Promotions Committee

Board Member Heikkinen informed the Board about Committee progress on events for the upcoming Howell History Day. Mr. Heikkinen then advised the Board on proposed advertisement options in the Livingston County Visitors Bureau Guide, and the Livingston County Guide Press and Argus. Mr. Heikkinen then distributed hand outs outlining the details of each publication and costs.

**MOTION by Brooks, SUPPORTED by Heikkinen to approve \$1765 plus design costs for advertisement publications as proposed by the Design Committee for the Livingston County Visitors Bureau Guide, and the Press and Argus Livingston County Guide. MOTION CARRIED UNANIMOUSLY.**

Organization Committee

Ex-Officio Member Hartman, spoke about the Committee progress, and offered Board vacancy recommendations to Staff. Ms. Hartman then spoke briefly about fundraising activities, donor list, and a montage suggestion for the Promotions Committee to use during Howell History Days.

Business Development Committee

Board Member Schlittler informed the Board that the next Howell Happenings would take place on February 27, 2008. Ms. Schlittler then stated that the business survey's were in, and staff was currently compiling the results which will be release by the Mayor in the State of Downtown Report. Ms. Schlittler then concluded by speaking briefly about the Gerry Detloff training session.

**MOTION by S. Schlittler, SUPPORTED by Mayor Moen to place all reports on file. MOTION CARRIED UNANIMOUSLY.**

Payments of Bills

**MOTION by J. Hansen, SUPPORTED by S. Schlittler to pay the bills in the amount of \$25,379.20 plus payroll for December 2007 and January 2008. MOTION CARRIED UNANIMOUSLY.**

Non-Action Items

**A. Ice Rink Presentation – CANCELED**

**D. DDA/Main Street Director Position Update**

President Swann updated the Board during the Presidents Report.

**E. Board Vacancy Update (2)**

Erin Perdu, Interim Planning and Zoning Director updated the Board during the Directors report, however stated she would also be sending applications to all the names that were submitted by Ex-Officio Member Hartman.

Mayor Moen asked the Board to make any recommendations to her office as soon as possible, reminding the Board that the applicants can either be a property owner, business owner, or resident in the DDA District.

**F. Standard Window Coverings for Vacant Buildings**

It was determined that the ideas are currently being discussed at the Business Development Committee meetings.

**G. TIF Plan Overview and Update**

Erin Perdu, Interim Planning and Zoning Director presented paperwork outlining the TIF plan, the finance breakdown, the development plan, conditions, goals, planning, and specific projects. Ms. Perdu then gave a brief history of the plan, and the future steps that need to be taken. Included in those steps it was determined that the maps will be updated, acknowledgements will be updated, and a direct mailing for volunteers for the 9 member panel will continue. Ms. Perdu concluded by stating that the revisions will be submitted to the Board in February.

**H. Melon Festival Work Group**

The Board discussed the Melon Festival, and it was determined that President Swann would coordinate a meeting with the Jaycees on Wednesday, January 30 at noon at Cleary's.

The Board continued discussion on the fund raising aspect of the event, incorporation of other organizations including the Rotary, and requesting a public input for cooperation as volunteers on a committee.

Board Member Heikkinen asked that the Jaycees provide history on the event prior to the Wednesday, January 30<sup>th</sup> meeting.

**I. Livingston County Visitors Bureau & Press/Argus Ads**

Discussion and action taken during the Design Committee Reports.

**J. Sign Incentive Guideline Updates**

**MOTION by S. Hamilton, SUPPORTED by J. Hansen to approve the Sign Incentive Guideline Updates with the change to #7 – “Non-conforming signs will be considered for sign incentive, if the sign is brought into conformity.” MOTION CARRIED UNANIMOUSLY.**

**K. Cobb Hall Insurance/Center Street Landscaping**

Shea Charles, City Manager, outlined the draft plan, and asked for a Board consensus to proceed with the final version and cost estimate. The Board gave an approval consensus and asked that the architect work with the Design Committee and also coordinate some of the existing exterior landscaping features already in place at the site.

New Business/Business Relocations/Spaces Available Report

No Comments.

Mayor Moen apologized for being late to the meeting.

Board Member Brooks submitted his letter of resignation from the Board. Mr. Brooks then stated his commitment to the Board, and offered his assistance in the future.

**MOTION by Mayor Moen, SUPPORTED by J. Hansen to accept the resignation letter of Trevor Brooks from the Board. MOTION CARRIED UNANIMOUSLY.**

**MOTION by Mayor Moen, SUPPORTED by S. Schlittler, to adjourn the meeting at 8:30 p.m. MOTION CARRIED UNANIMOUSLY.**

Minutes Approved,  
Sue Hamilton, Board Secretary