



MAIN STREET & DOWNTOWN DEVELOPMENT AUTHORITY

WEDNESDAY OCTOBER 28, 2009

MISSION STATEMENT:

Howell Main Street and Downtown Development Authority will utilize the Main Street 4-Point Approach to achieve our Vision for downtown Howell that includes an attractive, vibrant, historic pedestrian-oriented shopping and dining district. This will be accomplished through a commitment to Main Street, strong partnerships with stakeholder organizations, broad-based community support, volunteer involvement in Main Street, and continued adaptive reuse of upper stories for residential and business uses.

Board Members in Attendance: Stephanie Schlittler, Mayor Moen, Jeff Hansen, Diana Renscak, Matt Wilson

Members Absent: All members present.

Also Present: Nathan Voght, DDA Director, Sherrie Boak, Recording Secretary, Shea Charles, City Manager, Debbie Mikula, Howell Parks and Recreation Authority, Roger Dresden, LAC, Debbie Platt, WHMI, Peter Carey and Tom Bloomer with Touch Integrated Communications.

President Schlittler called the meeting to order at 6:33 p.m.

Citizens Comments

No comments.

Approval of Minutes

MOTION by Mayor Moen, SUPPORTED by Renscak to approve the minutes from the Executive Committee Meeting of October 14, 2009. MOTION CARRIED UNANIMOUSLY.

MOTION by Mayor Moen, SUPPORTED by Renscak to approve the minutes from the Executive Committee Meeting of September 10, 2009. MOTION CARRIED UNANIMOUSLY.

MOTION by Mayor Moen, SUPPORTED by Renscak to approve the minutes from the Regular Meeting of September 23, 2009. MOTION CARRIED UNANIMOUSLY.

Correspondance

Letter of Resignation – Charlotte Swann

Livingston County Visitor's Bureau Letter – DDA Director mentioned the annual ad that is placed with the Visitor's Bureau Visitor's Guide, and outlined the distribution of the guide around the county and state. He further stated that if the Board would like a future presentation from the Director, Barb Barden, on the role of the Visitor's Bureau, he could arrange that.

Chamber Membership Thank You Letter

Reports

DDA Director

DDA Director Voght outlined the recent board member interviews, stated that there has been unofficial word that the enhancement grant was not given to the City, gave an update on E. Sibley, and referenced the possible Shop Downtown Howell sign for the exit from Tanger Outlet Mall. The Fire Department has agreed to handle the Santa Float for the *Fantasy of Lights Parade*. He gave highlights of *Legend of Sleepy Howell*, including that attendance likely doubled from 2008 and that the event exceeded all expectations. However, with the success and growth, expenses have increased and suggested that the Board review the budget for the event, and suggests that in the future the budget be increased.

Main Street Coordinator Report

Karen Williams, Main Street Coordinator absent, report in the packet referenced. No comments.

President's Report

President Schlittler confirmed that the Fire Department has stated an interest in the Santa Float for *Fantasy of Lights Parade*, acknowledged the efforts during the *Legend of Sleepy Howell*, and reminded the Board of the Main Street Evaluation on October 29th.

Treasurer's Report

Board Member Renscak stated she reviewed the submitted bills and had no concerns. Ms. Renscak stated that the year to date was \$18,000 revenues, not including the economic development activity. The expenditures are at \$45,000, and had a question about cash flow and some balances currently showing in the red. City Manager Charles, clarified that the YTD balances is at the current amount due to the fact that the tax revenues of July have come in, however have not been distributed to all groups at the time of this report. The captured money will be distributed over the next 30 days.

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

Approval of Committee ReportsDesign Committee

Nathan Voght, DDA Director stated that the Committee will be hosting two upcoming workshops, including one November 12th to review DDA façade and sign incentive programs, and then on December 3rd, which will cover proper paint preparation and application techniques for various applications. The Committee has also approved a few sign incentives, continues to work on a public art project, and also the re-printing of 'A Walk Through Time.' A volunteer is retyping the entire text of *A Walk thru Time* and this is not complete. This will allow us to type-set the book in digital format Haviland Printing for easy re-publication.

Promotions Committee

Board Member Renscak stated that there was a meeting on October 2, with a committee focus on *Legend of Sleepy Howell*, and working on Merry TubaChristmas on December 12.

Organization Committee

Board Member Hansen stated there was a meeting in October and the minutes were not submitted in the packet, however the committee researched a list of potential applicants for the Board vacancies.

Business Development Committee

President Schlittler referenced the Howell Happenings Live on October 14th, and stated there was good attendance. Committee working on re-sending invitations for the Business Assistance Team, with hopes for visits by January 2010, and the Retention Survey is completed and will be sent out as a Survey Monkey link soon.

MOTION by Hansen, SUPPORTED by Mayor Moen to place all reports on file. MOTION CARRIED UNANIMOUSLY.

Payments of Bills

MOTION by Renscak, SUPPORTED by Wilson to pay the bills in the amount of \$96,168 plus payroll for October, 2009. MOTION CARRIED 4-1 abstention by Schlittler due to reimbursement payment included in the bills.

Discussion/Action Items

A. Holiday in the Park Sponsorship – Howell Parks & Recreation Authority

Debbie Mikula, Howell Parks and Recreation Authority, outlined the 2008 program and the coordination with the Downtown. She is asking for a continued sponsorship in 2009 at the same level.

MOTION by Mayor Moen, SUPPORTED by Hansen to approve a sponsorship for Holiday in the Park in the amount of \$500. MOTION CARRIED UNANIMOUSLY.

B. Opera House Sponsorship Request – Acoustic Café’

Roger Dresden, LAC, spoke about the participation in the past years, and stated that there will be coupon option items this year, and offered this option to the downtown businesses. President Schlittler asked where the DDA sponsorship and other sponsors get recognition or logo display. Mr. Dresden stated at the stage all sponsors are mentioned and in the flyers. DDA Director Voght asked about the breakdown on the ticket sales and whether they cover all costs. Mr. Dresden stated that in the 8 week series in 2008 they made \$8000. Last year there were sponsors, this year there are no sponsors as of yet.

MOTION by Hansen, SUPPORTED by Wilson to approve a sponsorship request for the Acoustic Café’ series in the amount of \$1000. MOTION CARRIED UNANIMOUSLY.

C. 2009-2010 Downtown Howell Marketing Plan

DDA Director Voght, outlined the history of our “Shop Downtown Howell” campaign and progress this year with our new logo, assistance of Touch Intergrated Communications, new website, and new tag line; “Shop Different...Shop Downtown Howell.” With the help of TIC, the quality of our marketing has stepped up, and he is recommending to keep working with them on an hourly basis. They would assist only as needed, on a job to job basis. This will ensure consistency with our brand message, high quality marketing material, and professional backing. This item would be budgeted for \$10,000 over the next 6 months. Graphic arts creative needed for marketing would be assisted by Abovo Communications, which is budgeted for \$5000. The overall marketing budget is supplemented somewhat by use of other event budgets. For example, if we are running Legend of Sleepy Howell radio ads, this cost might be shared between both budgets.

Board Member Hansen asked for clarification on this, whether the current proposed \$27,000 budget included some other event budgets. DDA Director confirmed that this figure included portions of money in other budgets, therefore no increase in any budget will be needed in the future with this approach.

MOTION by Hansen, SUPPPORED by Renscak to approve the 2009-2010 Downtown Howell Marketing Plan as recommended by the DDA Director.

Peter Carey, Touch Integrated Communications outlined their plan and consistent message. Debbie Platt, WHMI outlined the “support and shop local” campaign that the radio station has created and supported. There are opportunities for downtown merchants to take advantage of their services, including a coupon page, for free.

MOTION CARRIED UNANIMOUSLY.

D. Sign Incentive Application for 109 W Grand River – Razzmatazz Toys

MOTION by Wilson, SUPPORTED by Renscak to approve the Sign Incentive for 109 W Grand River in the amount of \$800. MOTION CARRIED UNANIMOUSLY.

E. Downtown Howell and Grand River Streetscape Master Plans

DDA Director Voght, outlined the Glatting Jackson renderings that were created in conjunction with the Street Program. The Board was given copies of the renderings. The design process was outlined, with the final presentation in May 2009, and DDA Director asked for the Board to review and asked for final adoption. Items identified included walk-ability, traffic mobility, re-establishing the grid, enhanced pedestrian realm/streetscape.

The Board discussed the presented plans and asked for measurements on the proposed round-about at the intersection at Grand River and Michigan.

MOTION by Hansen, SUPPORTED by Wilson to adopt the Downtown Howell and Grand River Streetscape Master Plan concepts. MOTION CARRIED UNANIMOUSLY.

DDA Director Voght stated that once the concept is adopted by Council, the information will be distributed out to the public using some marketing approach, and to continue to reinforce the principles and vision included with the plans.

F. Façade Grant Program Amendments

MOTION by Hansen, SUPPORTED by Renscak to approve the amendment to the Downtown Howell Façade Grant Program as presented. MOTION CARRIED UNANIMOUSLY.

New Business/Business Relocations/Spaces Available Report

Brief discussion on the recent closure of Mama Gaia's.

City Manager City Charles confirmed there has not been any official information on the enhancement grant approval or denial. Mr. Charles made the Board aware that in November they will be reviewing information on funding for Parking Lot #1, W. Sibley Street, Capital Expenditures spending and bonding, and need to adopt a formal resolution.

President Schlittler asked for clarification on the \$700 invoice to Grissim Metz for the Clinton Street project. City Manager Charles stated that Clinton was the first "Charrette" the City did, and the landscaping was not fully funded. This allows the DDA Board to look at those areas to enhance. It was stated that Clinton was funded by the City, with no DDA dollars being spent. Ms. Schlittler asked that the parking be re-evaluated, the plan for who is taking care of the grass areas, and the maintenance.

MOTION by Hansen, SUPPORTED by Mayor Moen, to adjourn the meeting at 8:10 p.m. MOTION CARRIED UNANIMOUSLY.

Minutes Approved,

Matt Wilson
Secretary