



MAIN STREET & DOWNTOWN DEVELOPMENT AUTHORITY
WEDNESDAY March 25, 2009

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: Charlotte Swann, Stephanie Schlittler, Mayor Moen, Jeff Hansen, Sandra Vyletel, Matt Wilson

Members Absent: Jake Heikkinen

Also Present: Nathan Voght, DDA/Main Street Director, Shea Charles, City Manager, Karen Williams, Main Street Coordinator, Sherrie Boak, Recording Secretary, Norm and Jenane Pratt, Jeanne Clum, Bill & Cheryl Bettis, Katrina Maxwell, Blythe Patterson, Sue Grissim, Randy Metz, Nick Bittoff, Diana Rencsak

President Swann called the meeting to order at 6:00 p.m.

Citizens Comments

No comments.

Approval of Minutes

MOTION by Mayor Moen, SUPPORTED by Schlittler to approve the minutes of the Executive Meeting of March 11, 2009. MOTION CARRIED UNANIMOUSLY.

MOTION by Mayor Moen, SUPPORTED by Schlittler to approve the minutes from the Regular Meeting of February 25, 2009. MOTION CARRIED UNANIMOUSLY.

Correspondence

Resignation Letter from Rob Naudi. Mayor Moen asked that a letter be forwarded to Mr. Naudi for his service on the Board.

Parking Complaint Letter from Ms. Keifer. Chairperson Swann recited the letter for the record. Board Member Schlitter stated that the parking ad-hoc committee has discussed extending the time limit to 4 hours in the referenced lot, and will be forwarding information to City Council in the future.

Reports

DDA Director

Nathan Voght, DDA Director referenced his report.

Main Street Coordinator Report

Karen Williams, Main Street Coordinator referenced her report. Ms. Williams formally acknowledged the Board for allowing her to participate at the recent Main Street Conference, and reminded the board of the upcoming Howell History Days.

President's Report

President Swann met with members of the former Ann Arbor economic development council and stated she had packets of information for the Board.

Treasurer's Report

Board Member Hansen stated that there would be discussion of the reports during the budget agenda item.

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

Approval of Committee Reports

Design Committee

DDA Director Voght stated that the committee was preparing for the Historic Preservation Awards during Howell History Days on May 14th.

Promotions Committee

Board Member Heikkinen was not present. Director Voght reviewed on-going Promotions Committee projects for the Board.

Organization Committee

Board Member Vyletel stated that the 100 Friends brochure had been distributed, and the quarterly newsletter will be out in mid-spring.

Business Development Committee

Board Member Schlittler stated that the surveys had been sent, Howell Happenings Live was a success, and there had been continued planning on the committee work plan.

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

Payments of Bills

MOTION by Hansen, SUPPORTED by Wilson to pay the bills in the amount of \$11,305.44 plus payroll for March 2009. MOTION CARRIED with 1 abstention.

Discussion/Action Items

A. Signature Fundraiser Discussion

Jeanne Clum, resident of City and past Jaycee spoke in favor of the Melon Festival, and asked the DDA to consider a community meeting to discuss the future of the festival before a decision is made.

Bill Bettis, resident of surrounding township and former Jaycee spoke in favor of the continuation of the Festival, and asked for the Board to consider compensating/hiring someone to coordinate and complete the formation of the Melon Festival.

Katrina Maxwell, life member, senator, and ambassador for the Jaycees, resident on Walnut Street, spoke of the history of the Festival, and in favor of the continuation of the event

Blythe Patterson, representation of the Howell Opera House, spoke in favor of the melon festival, and offered a presentation of ideas regarding the continuation of the project, and asked that all groups of committees in the City come together as one large group. Ms. Patterson submitted the information to DDA Director Voght to be distributed to the Board.

The Board held discussions on the limited time to organize the event, and effort that needs to take place to make it a quality event. Board Member Hansen expressed concern that the Jaycees have not submitted anything in writing that they will no longer be doing the festival. The Board spoke in interest of the festival but stated a concern on the limit of time remaining to coordinate the event, waiting until 2010, the need for more volunteers, and the recommendation for a single event during the weekend in 2009 to keep the interest to the public, Rotary involvement, along with other organizations. Jeanne Clum stated that the Jaycees present could pursue the obtaining of a document

authorizing sign-off by the Jaycees. Chairperson Swann thanked the public for their comments, and stated that the DDA would take their consensus to City Council.

Chairperson Swann amended the agenda to move item 8C *Farmers Market Sponsorship Request* to 8B.

B. Howell Farmers Market Sponsorship Request

Nick Bitoff, Howell Farmers Market outlined the history of the 16 year event, outlined the plans for the upcoming season, and asked for a partnership and sponsorship from the DDA.

MOTION by Hansen, SUPPORTED by Mayor to approve a sponsorship for the 2009 Howell Farmers' market in the amount of \$4000. MOTION CARRIED UNANIMOUSLY.

C. Grand River Streetscape Presentation – Grissim Metz Andriese

Randy Metz, Sue Grissim with Grissim Metz Andriese stated that they had been contacted by the City for the comprehensive downtown plan, and using the Glatting Jackson plan, have layered existing conditions, proposals and created a cost estimate based on maps from HRC, the City and their own files. There was a map presented. Ms. Grissim went through the cost breakdown, speaking of State of Michigan Grant options for Michigan, Grand River, and possibly State Street. DDA Director Voght outlined the comparison to the DDA Master Plan, and the updated 5-year forecast. The Board discussed the outcome, and the discussion of proceeding with the plan as presented. There was discussion on a marketing campaign, grant deadlines, construction years, and funding. The Board consensus was to pursue the project in 2010, apply for grants, and incorporate a creative marketing plan.

MOTION by Hansen, SUPPORTED by Mayor Moen to authorize staff to begin work on the grant submittal for the 2010 construction season and present documents to the DDA at the April 22, 2009 meeting.

D. Sign Incentive Application – 124 State Street

MOTION by Schlittler, SUPPORTED by Mayor Moen to approve a sign incentive for Kelly Hansen at 124 State Street in the amount of \$275. MOTION CARRIED with one abstention.

E. Projecting Sign – 122 State

MOTION by Hansen, SUPPORTED by Wilson to approve the February 16, 2009 work order for R. Gari Sign & Display, Inc. to install a 32” diameter, double-sided projecting building sign in the amount of \$2,330 and authorize the down-payment in the amount of \$1,631 for the project. MOTION CARRIED UNANIMOUSLY.

F. Work Plan Review and FY 2009-2010 Budget

DDA Director Voght highlighted the Design Committee budget, and the changes from previous years. Those included a cost decrease in the sign incentive budget, rotating art project with more research on the cost instead of an estimate with the option of a budget adjustment later in the year. Discussion on the budget costs that would include items that are not needed. Board recommended that the \$10,000 amount for rotating art be adjusted to \$1000, with the \$9000 transferred to the façade grant program, increasing it to \$39,000. A future adjustment could be made to the public art project if necessary. The Board asked that when the art piece design is made it be approved by the DDA before the purchase. Board Member Vyletel stated that the Organization Committee changes included the

addition of the DDA open house expenses for recruiting of volunteers, the upkeep of the face book with the monthly newsletter, and \$10,000 for the fundraiser, and finally there was a final reduction in the committee budget by \$5000. DDA Director Voght highlighted the Promotions Committee budget with a focus on the new branding campaign. Chairperson Swann asked that people depicted in the ads reflect a more diverse ethnic background. The Promotions Committee also budgeted \$5,000 for the santa float, anticipating a new float being required this year. Board Member Schlittler stated that the work plan for Business Development Committee will be very similar to last year, and will no longer hold lunch meetings and therefore save funds.

MOTION by Hansen, SUPPORTED by Schlittler to approve the budget as presented, and forward to City Council for approval.

MOTION by Schlittler, SUPPORTED by Hansen to amend the agenda to add item G *Board Recommendation*. MOTION CARRIED UNANIMOUSLY.

MOTION by Schlittler, SUPPORTED by Hansen to recommend to the Mayor to appoint Diane Rencsak to fill the vacancy on the DDA/ Main Street Board. MOTION CARRIED UNANIMOUSLY.

New Business/Business Relocations/Spaces Available Report

It was noted that YB Flowers, formally located on S. Walnut Street, has a sign in the window of the former "My Little Peanut" that they will be relocating there as of April 1.

Board Member Schlittler asked that staff pursue the enforcement issue with the property owner of 118 W. Clinton, where they believe that a resident is living on the first floor of the commercial building.

Chairperson Swann briefly spoke about welcome packets for new businesses, and the Board visiting new businesses.

MOTION by Mayor Moen, SUPPORTED by Hansen to close the Board meeting for Executive Session at 8 pm. ROLL CALL VOTE, MOTION CARRIED UNANIMOUSLY.

MOTION by Mayor Moen, SUPPORTED by Hansen to open the Board meeting from Executive Session at 9:04 pm. MOTION CARRIED UNANIMOUSLY.

MOTION by Hansen, SUPPORTED by Swann, to adjourn the meeting at 9:05 p.m. MOTION CARRIED UNANIMOUSLY.

Minutes Approved,

Stephanie Schlittler
Interim Secretary