



MAIN STREET & DOWNTOWN DEVELOPMENT AUTHORITY

WEDNESDAY, March 26, 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, Ex-Officio member Vicki Hartman, Sue Hamilton, Jake Heikkinen

Board Members Absent: Jeff Hansen

Also Present: Nathan Voght, DDA Director, Mindy Arnold, Main Street Manager, City Manger Shea Charles, Sherrie Boak, Recording Secretary

President Swann called the meeting to order at 6:30 p.m.

Citizens Comments

Gerri McKeon-Anderson spoke about the bench design, and requested that the Board make consideration for half the benches to have backs.

Board Member Schlittler arrived at 6:35 p.m.

Approval of Minutes

MOTION by Mayor Moen, SUPPORTED by S. Schlittler to approve the minutes of the Special Meeting of March 19, 2008 with the correction of stating “Mayor absent”. MOTION CARRIED UNANIMOUSLY.

MOTION by Mayor Moen, SUPPORTED by S. Schlittler to approve the minutes of the Executive Committee Meeting of March 12, 2008 as presented. MOTION CARRIED UNANIMOUSLY.

MOTION by Mayor Moen, SUPPORTED by S. Schlittler to approve the minutes of the Special Meeting of March 7, 2008 as presented. MOTION CARRIED UNANIMOUSLY.

MOTION by Mayor Moen, SUPPORTED by S. Schlittler to approve the minutes from the regular meeting of February 27, 2008 as amended. MOTION CARRIED UNANIMOUSLY.

Correspondence

The Board acknowledged the letter to potential Board applicants and DDA Director Voght spoke briefly about the process. Mr. Voght then commented on the letter to 1st Baptist Church.

DDA Director Voght and Main Street Manager Mindy Arnold confirmed that all the DDA volunteer contacts that had been acquired for the Melon Festival have been informed that they will need to make all future contacts with the Howell Jaycees.

Mindy Arnold spoke about the façade grant application response sent to the owners of Cleary’s.

Ex-Officio Hartman asked about the Board interview process for the DDA, and stated that interviews should begin with the Organization Committee. Ms. Hartman then recommended that DDA Director Voght obtain the job descriptions for Board Members and the existing hand book for applicants.

Board Member Schlittler asked that the Board receive copies of all correspondence to the Howell Jaycees regarding the recent Howell Melon Festival determinations.

DDA Director

Nathan Voght, DDA Director, outlined his report. Mr. Voght spoke briefly about the D-19 plan in the packet, and gave an update on the TIF DACC Board that was appointed by City Council on March 24th. Mr. Voght recommended that the Board continue to review the TIF plan, and stated that the plan would be presented back to the Board at the regular meeting in April with all corrections highlighted. Mr. Voght concluded by stating he will plan to meet with the newly appointed DACC Board to review the Board establishment and the TIF prior to the formal review by the Board.

Mr. Voght commented briefly on the recent MDA Conference in Clare.

Mayor Moen commented on the WALLY Validation Memo submitted from City Manager Charles.

Main Street Manager Report

Mindy Arnold, Main Street Manager, outlined her report and answered questions regarding Howell History Days.

Presidents Report

President Swann spoke about a visit to Hampton, Maryland and presented photos of back-in angle parking, bike parking, and metered parking. Then Ms. Swann spoke briefly about the next Good Morning Livingston, a visit with the owner of Thistledown, and also about a meeting with Mike Goro regarding the building formally known as the Swanns Building, and finalized by updating the Board on the proposed "Melon Stroll" for the Melon Festival.

Treasurers Report

Board Member Hansen was absent from the meeting, and therefore there was no Treasurers report.
**MOTION by S. Schlittler, SUPPORTED by J. Heikkinen to place all presented reports on file.
MOTION CARRIED UNANIMOUSLY.**

Approval of Committee Reports

Design Committee

Board Member Hansen was absent, therefore no report was given.

Promotions Committee

Board Member Heikkinen informed the Board about Committee progress on Howell History Days.

Organization Committee

Committee Chairperson Hartman stated that the Committee was working on Main Street 101 progress and goal presentations. Ms. Hartman then informed the Board of the July 31st date for the Recognition event, and requested for the Committees to make nominations. Mayor Moen asked that emails with nomination forms be submitted to the committees. Ms. Hartman concluded by stating that other Committee projects include website updates, goals for 100 Friends retention, montage sales, fundraiser signature events, and media relations along with public relations strategy with merchants.

Business Development Committee

Board Member Schlittler stated that the Committee was working on business recruitment, advertisement on the website, and multi media coordination with Brent Earl which includes a DVD and market study. Ms. Schlittler informed the Board of the next Howell Happenings Live on May 21st with the tentative location being the Howell Theatre.

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

Payments of Bills

The Board discussed the possibility of future invoices from Events Etc for possible work done on the Melon Festival. DDA Director Voght stated that he has not had any contact with the company, and the Mayor recommended that Mr. Voght make the initial contact to determine any expectations.

MOTION by Mayor Moen, SUPPORTED by J. Heikkinen to pay the bills in the amount of 6,684.47 plus payroll for March 2008. MOTION CARRIED UNANIMOUSLY.

Discussion/Action Items

A. Review/Approval – Proposed Budget

Nathan Voght, DDA Director, referenced the applicable items in the packet which were the proposed 2008-2009 Budget, and all the committee work plans. Mr. Voght gave a power point presentation which highlighted the outline of a DDA, and DDA areas, the Tax Increment Financing (TIF), capturing of taxes, budget preparation, the 2007-2008 FY budget, revenues, expenses, and DDA strategic decisions.

The Board then held discussions on the office locations for the DDA Director and the Main Street Manager. Included in those discussions were the options to rent a downtown store front location, suggestions being the Detroit News location, an office in 1st National Bank, the former “Delight on the Avenue”, the former “Advantage Civil Engineering”, and the small space of Country Squire. The discussion then lead to the option of purchasing a building. The Board made a recommendation that staff and the Board should pursue moving the DDA Director to a downtown location. With that determination the Board discussed bond pay off dates (July 2008), and money availability. The Board consensus was to amend the proposed budget for 2008-2009 to incorporate 6 months of mortgage payments starting in January, pending space availability.

The Board then discussed the Main Street Manager position and the time frame of phasing out to part time in January 2009. Board Member Schlittler commented about the Main Street program, keeping the momentum, and maintaining the full time Main Street Manager for longer period of time, not going to part time in January. In addition Ms. Schlittler voiced a concern with the transition of the new director time frame, current Board vacancies, and spoke of the favorable acknowledgements that the program had received, and did not want to see the progress halt. Ms. Schlittler concluded by offering money from her Business Development Committee budget to cover the difference, and stating in the future of the 10 year program the position can be part time, but does not believe that the time is January 2009.

Board Member Heikkinen spoke in favor of also maintaining the full time Main Street Manager past January 2009, and offered money from the Promotions Committee Budget.

Board Member Hamilton clarified the need for the Board to research the cost of the position, and spoke in favor of amending the proposed budget to keep the Main Street Manager position full time for the entire fiscal year.

President Swann informed the Board that there were other areas to research other then the cost of keeping the position, but all the efficiency of the position, the now full time DDA Director, and possibility reviewing the status of the position at another forum.

Ex-Officio Hartman stated that the Committees need to work more independently with their committee members to prepare for the transition, and stated her belief that during the time of the

decision to make a full time DDA director, and part time Main Street Manager take effect would be when the Board was ready, and the Board is not ready at this time.

City Manager Shea Charles stated that all budgets go to City Council on April 7th. Mr. Charles then stated that if the Board amended their budget to pursue two full-time positions, they should be aware that the Council may say no. Mr. Charles then concluded by stating that if the Board had consensus they can amend the proposed budget for the two full time positions, and would need an adjustment increase cover wages, benefits, etc.

Board Member Schlittler stated she would attend the City Council meeting on April 7th on behalf of the DDA Board.

City Staff and the Board held further discussions regarding City Council review of the budget, the term limits of the Board members, the transition from full time Main Street Manager to part time Main Street Manager and the Boards willingness to make concessions to keep the position as it is. The Board made suggestions to Board Member Schlittler to communicate to the City Council volunteer hours, Main Street log time, and explain the scope of the position in pieces, and needing further time and assistance in getting the positions established. There was also a brief discussion on other budget items including expenses for holiday decorations.

Ex-Officio Hartman stated that the proposed budget can be adjusted for the Organization Committee to reflect \$10,000 for expenses with only projected income of \$10,000.

Board Member Hamilton acknowledged the work done on the budget by Nathan Voght, Shea Charles, and Catherine Stanislawski.

MOTION by S. Hamilton, SUPPORTED by S. Schlittler to approve the budget with the amendments as noted. MOTION CARRIED UNANIMOUSLY.

B. Review Design of Standard Window Coverings for Vacant Buildings

Mayor Moen made a recommendation to the Committee to change the wording to “*Great Space to Grow Your Business*”.

The Board gave a consensus to authorize the Committee to make the recommended changes and place the order for the coverings.

C. Review/Approval – Downtown Benches

The Board discussed the bench proposal. The Board asked that Staff provide detail at the April meeting which will show the lay out, exact number and locations, and finalized numbers on back and backless.

Board Member Schlittler left the meeting at 8:35p.m.

D. Board Vacancy Update (3)

DDA Director Voght informed the Board that there were 4 applications submitted, that staff would forward job descriptions to the applicants and work on scheduling interviews with the director, the president and vice president.

E. Review of Draft Vision Statement

Board Member Schlittler returned to the meeting at 8:37 p.m.

Corrections were submitted to the Director, including changing the year to “2009” on line 46.

F. Community Partner Discussion

President Swann asked for Board input on the creation of an ad-hoc committee created of community contributors, including Kathleen Zaenger, Debbie Mikula and a representative from the Tanger Outlet Mall. Ex-Officio Hartman recommended that recognition be given at the annual recognition dinner, but also stated that the regular meetings are open to the public, and these contributors could attend those monthly.

Board Member Schlittler made a recommendation that the group signified as *Resource Member of the DD/Main Street Board*.

G. D-19 Land Use Plan – Adoption

The Board and staff discussed the plan and the March 5th presentation to all City Boards.

MOTION by Mayor Moen, SUPPORTED by S. Schlittler to approve the presented D-19 Land Use Plan as presented with the assuring the continuity and connectivity between the north side of the rail road tracks potentially looking at grade separation for pedestrians. MOTION CARRIED UNANIMOUSLY.

H. WALLY Update Budget Amendment – Resolution #08-02

MOTION by S. Hamilton, SUPPORTED by Mayor Moen to approve Resolution #08-02 in the amount of \$5000 for the Commuter Rail Validation Study.

I. Sibley Street Construction Project Update

City Manager Charles, outlined the project for E. Sibley to the Board and stated the plans for the Charrette would be performed mid May, and a small “stake holders” meeting the week prior. Mr. Charles concluded by stating that the cost of the Charrette would be \$30,000, and the DDA would be asked to bear the cost of the parking lot reconstruction, including burying of power lines, utilities, etc.

President Swann asked about bonds for the project and incorporating other items into a bond.

New Business/Business Relocations/Spaces Available Report

Mayor asked about new businesses.

Board Member Schlittler spoke in favor of the newest phone system for the DDA/ Main Street Manager.

Ex-Officio Hartman asked that the plan control record and the Eastern Michigan Survey be addressed at the April meeting.

MOTION by Mayor Moen, SUPPORTED by Schlittler, to adjourn the meeting at 8:55 p.m. MOTION CARRIED UNANIMOUSLY.

Minutes Approved,

Sue Hamilton, Board Secretary