



MAIN STREET & DOWNTOWN DEVELOPMENT AUTHORITY

WEDNESDAY April 22, 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, Matt Wilson, Jake Heikkinen, Diana Renscak

Members Absent: Sandra Vyletel

Also Present: Nathan Voght, DDA/Main Street Director, Shea Charles, City Manager, Karen Williams, Main Street Coordinator, Sherrie Boak, Recording Secretary, Carol Stone, Roger Dresden, Blythe Patterson

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

Citizens Comments

No comments.

Approval of Minutes

MOTION by Hansen, SUPPORTED by Schlittler to approve the minutes of the Executive Committee Meeting of April 8, 2009. MOTION CARRIED UNANIMOUSLY.

MOTION by Mayor Moen, SUPPORTED by Schlittler to approve the minutes from the Executive Session of March 25th, 2009. MOTION CARRIED UNANIMOUSLY.

MOTION by Hansen, SUPPORTED by Schlittler to approve the minutes from the Regular Meeting of March 25th, 2009. MOTION CARRIED UNANIMOUSLY.

Jake Heikkinen arrived at 6:35 pm.

Correspondence

City of Coopersville, Cindy Timmerman
Howell Vacuum, E. Sibley Street Landscape Design

Reports

DDA Director

Nathan Voght, DDA Director formally welcomed newest member Diana Renscak.

Board Member Wilson arrived at 6:37 p.m.

Mr. Voght highlighted the budget changes, and informed the Board of the upcoming City Council Budget Sessions on April 28th and 29th. City Manager Charles stated that the DDA budget should be discussed before Council on April 29th. Mr. Voght asked the Board to have continued progress on the committee Work Plans, reminded them of the future visit of Glatting Jackson in May, updates on the E. Sibley Street project, and the Grand River Streetscape.

City Manager Charles outlined the process of the planning and funding for the streetscape program. Grissim Metz and HRC are currently re-evaluating the approach and design. Mr. Charles confirmed staff will bring back to the Board over the next couple months.

Main Street Coordinator Report

Karen Williams, Main Street Coordinator referenced her report and reminded the Board of the DDA Open House from 4-6 on April 23.

DDA Director Voght invited the Board to attend a training on May 18th for Main Street Entrepreneur Training in Lansing.

President's Report

President Swann spoke about the recent Home Show booth, and the increased membership for the 100 Friends. Ms. Swann encouraged staff to contact the new membership for the upcoming Howell History Days. Ms. Swann encouraged the Board to notify people for potential Board vacancy or committees. There was referenced to a Marketing Internship from Michigan State University.

Treasurer's Report

Board Member Hansen referenced the submitted budget.

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

Approval of Committee ReportsDesign Committee

DDA Director Voght stated that the committee was working on the historic preservation design awards for Thursday, May 14th. The Committee will be giving walking tours during Howell History Days, and have been looking at brick materials for parking lot #1 and other areas in town.

Promotions Committee

Board Member Heikkinen stated that the committee was finalizing the Howell History Days event, with the newspaper insert being distributed May 6th.

Organization Committee

DDA Director Voght stated that the committee was working on the work plan, and working on the newsletter.

Business Development Committee

Board Member Schlittler stated that May 27th will be the next Howell Happenings Live at the Howell Theatre, incorporating the live launch of the website. The Committee is currently working on the business recruitment brochure. Ms. Schlittler reminded the Board that the Business Development Committee meetings are now on the mornings of the 3rd Thursday of the month.

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

Payments of Bills

MOTION by Mayor Moen, SUPPORTED by Hansen to pay the bills in the amount of \$14,564.22 plus payroll for April 2009. MOTION CARRIED with 2 abstentions, J. Hansen and S. Schlittler.

Discussion/Action Items

A. **Concerts at the Courthouse Sponsorship Request**

Roger Dresden, LAC and Blythe Patterson President of LAC outlined the request for \$8000, and asked the Board to become a sustaining partnership with the LAC. Mr. Dresden spoke about event options and offered their assistance for Melon Festival.

MOTION by Mayor Moen, SUPPORTED by Renscak to consider a sponsorship for the 2009 Concerts at the Courthouse music series in the amount of \$1,000.

Board Member Schlittler asked for a breakdown on funds that the DDA sponsored in the past, with Board Member Hansen confirming \$1000 for Concerts at the Court House, and \$500 for Acoustic Café'.

Mr. Dresden confirmed that this would be a sustaining sponsorship for all events throughout the year. Blythe Patterson outlined the distribution of the funds in the past years. DDA Director Voght summarized the request and indicated the budget for FY 2009-2010 is set at \$5,000 for all events, and asked the Board to evaluate an overall sponsorship. Mr. Dresden outlined the expenses including being artist fees, publicity, court house yard rental, and opera house event entertainment.

Board Member Heikkinen spoke on behalf of the Promotions Committee and in favor of a larger sponsorship amount not to exceed \$2500. DDA Mayor Moen spoke in support of the Board utilizing the DDA Committee potential on DDA advertising. Mr. Dresden stated that there is not a large percentage spent on advertising. Board Wilson stated that there needs to be future approach to campaigning for the visitors to stay. Board Schlittler stated that it was feasible for \$1000 now, and have future discussion for the next fiscal year for a sustaining partnership.

MOTION CARRIED UNANIMOUSLY.

B. Signature Fund Raiser Update

City Manager Shea Charles updated the Board on the overall direction of the future Melon Festival, taking advantage of existing resources, the Melon Run, Concerts on the Courthouse, Farmers Market on Saturday, children activities, maintaining the central location of Michigan Avenue/Grand River and the Court House area. Mr. Charles stated that Carol Stone has been designated as the interim coordinator until after Howell History Days where the DDA will take over. Board Member Hansen asked if there could be a coordinator on a part time basis for the 2009 season, and then completes coordination in 2010. Mr. Charles stated that the Board can direct Nathan to develop an RFQ for an event coordinator. Mayor Moen directed DDA Director Voght to obtain resumes and proposals from all the event coordinators that have contacted the DDA so far. It was determined that the committee will hold discussions at the meeting on April 23, 2009, and then contact the Board for determination.

C. Downtown Streetscape Update

The discussion was addressed during the DDA Director Report.

D. DTE Decorative Lighting Proposal – E. Sibley Reconstruction

MOTION by Mayor Moen, SUPPORTED by Hansen to approve the contract with DTE for decorative lights for E. Sibley in the amount of \$185,267. MOTION CARRIED UNANIMOUSLY.

New Business/Business Relocations/Spaces Available Report

Board Member Schlittler asked about an update at 118 W. Clinton. Board Member Hansen spoke to the Building Official about the status and was told the use was an art studio.

President Swann asked staff to continue to pursue the welcome committee.

Closed Session – Directors Evaluation Follow-Up

MOTION by Mayor Moen, SUPPORTED by Hansen to close the regular Board meeting for go into Executive Session at 7:53 pm. ROLL CALL VOTE, MOTION CARRIED UNANIMOUSLY.

MOTION by Hansen, SUPPORTED by Heikkinen to open the executive session at 7:55 pm. MOTION CARRIED UNANIMOUSLY.

MOTION by Mayor Moen, SUPPORTED by Hansen to close the executive session at 8:31 pm. MOTION CARRIED UNANIMOUSLY.

MOTION by Mayor Moen, SUPPORTED by Hansen to reconvene the regular Board meeting at 8:31 pm. MOTION CARRIED UNANIMOUSLY.

MOTION by Schlittler, SUPPORTED by Mayor Moen to excuse Board Member Vyletel. MOTION CARRIED UNANIMOUSLY.

MOTION by Schlittler, SUPPORTED by Swann to authorize a 3% merit raise to DDA Director Voght retroactive to August 25, 2008. MOTION CARRIED UNANIMOUSLY.

MOTION by Mayor Moen, SUPPORTED by Heikkinen, to adjourn the meeting at 8:40 p.m. MOTION CARRIED UNANIMOUSLY.

Minutes Approved,

Stephanie Schlittler
Interim Secretary