



MAIN STREET & DOWNTOWN DEVELOPMENT AUTHORITY
WEDNESDAY, August 27, 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: Charlotte Swann, Stephanie Schlittler, Jeff Hansen, Jake Heikkinen, Sandra Vyletel, Rob Naudi, Jennifer Nash, Mayor Moen

Members Absent: Sue Hamilton

Also Present: Nathan Voght, DDA/Main Street Director, Shea Charles, Paul Rogers, Debbie Mikula, Laurie Humphrey, Sherrie Boak, Recording Secretary

President Swann called the meeting to order at 6:37 p.m.

Citizens Comments

No Citizen Comments

Approval of Minutes

MOTION by Schlittler, SUPPORTED by Mayor Moen to approve the minutes of the Executive Meeting of August 14, 2008. MOTION CARRIED UNANIMOUSLY.
MOTION by Schlittler, SUPPORTED by Mayor Moen to approve the minutes from the regular meeting of July 30, 2008. MOTION CARRIED UNANIMOUSLY.
MOTION by Schlittler, SUPPORTED by Mayor Moen to approve the minutes of the special meeting of July 30, 2008.

Correspondence

Letters to Board Candidate

Letter from Chamber of Commerce- Balloon Fest

Letter from Michigan Downtown Association – DDA Director Voght spoke briefly about the Association letter regarding the policy changes.

Reports

DDA Director

Nathan Voght, DDA Director, outlined his report and spoke about a future parking meeting, the position of the Main Street Coordinator placement with Karen Williams, and the forthcoming Main Street Evaluation. Mr. Voght asked for a consensus of meeting times for the evaluation. It was determined that the Committee Chairs will coordinate a time slot for the Committee members. Mr. Voght stated he would contact Michigan Main Street to determine full day attendance.

Board Member Hansen arrived at 6:43 p.m.

Mayor Moen asked for clarification on which members were on the Business Recruitment Committee. DDA Director Voght clarified the committee including Rob Naudi, Stephanie Schlittler, Pat Convery, Charlotte Swann and himself, and confirmed that Cindy with Beckett/Raeder will meet with them on September 3rd.

Main Street Manager Report

A report was included in the DDA Director report.

Presidents Report

President Swann updated the Board on a meeting with the SGRAT team on July 30th. Ms. Swann spoke about information that would keep the DDA up to date on technology.

MOTION by Schlittler, SUPPORTED by Naudi to amend the agenda to remove item 8D. *Office Furniture* until more quotes could be obtained by the DDA director, amend item 8E. to reflect a new monthly price of \$178, include in item 8H. “DDA participation in Parking Lot #1, and Downtown Master plan, and approved expenses not to exceed \$80,000”, add the payment of the Volunteer Recognition Award Pens to the bills in the amount of \$274.19 changing the bill payment amount to \$19,690.20, and lastly change the September Executive Committee Meeting date to Friday September 5th at 8 a.m. MOTION CARRIED UNANIMOUSLY.

Treasurers Report

Jeff Hansen stated there was a year end budget report in the packet. Mr. Hansen referenced items including year end fund balance stating it did not include the façade money for the Cleary’s building, therefore leaving with \$620,000 in Fund Balance not allocated.

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

Approval of Committee ReportsDesign Committee

Board Member Hansen gave an update on the recent sign incentive on the agenda for Rouge Studio.

Promotions Committee

Board Member Heikkinen gave an update on the Friday Night events, planning for the annual marketing campaign, and the ongoing planning of the Legend of Sleepy Howell event.

Mayor asked about a survey from the business owners participating in the Friday Night event. Board Member Heikkinen stated there will be more promotions of the event next year based on a few ideas already submitted this year.

Organization Committee

Board Member Vyletel stated that the committee was working on a signature event and will be working with the Promotion Committee, and they were also working on a new logo and the website. It was then stated that the DDA/Main Street will have three RFP’s: logo, new website design, and an event planner.

Business Development Committee

Board Member Schlittler spoke about the HUB TV final script, stated that Realtor Kevin Brady was working on a Realtors Round Table and tours, and concluded with dates of the Business Retention Survey (September) and Howell Happenings Live (October 1st).

Board Member Heikkinen stated that the Promotions Committee referenced the Annual Marketing Campaign distributed to the Board at the meeting, and DDA Director Voght outlined the report.

MOTION by Schlittler, SUPPORTED by Naudi 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 \$19,690.20 plus payroll for August 2008. MOTION CARRIED UNANIMOUSLY.

Discussion/Action Items**A. Classic Film Series Sponsorship Request**

Debbie Mikula, Recreation Authority, acknowledged the Board for their participation in the first Classic Film Series, and spoke briefly about its success. Ms. Mikula then asked the Board for a 1-year sponsorship (\$1500). The Board and Ms. Mikula discussed items including the participation count (75-95), participating restaurants, utilizing the DVD being created by the Business Development Committee prior to the showing of each movie, and future marketing.

MOTION by Mayor Moen, SUPPORTED by Heikkinen to approve a Classic Film Series Sponsorship in the amount of \$1,500. MOTION CARRIED UNANIMOUSLY.

B. Sign Incentive Application for 113 E. Grand River- Rouge Photography Studio

MOTION by Mayor Moen, SUPPORTED by Schlittler to approve sign incentive for projecting sign at 113 E. Grand River in the amount of \$658.25. MOTION CARRIED UNANIMOUSLY.

C. Rent payment for DDA lease of 122 State Street

MOTION by Schlittler, SUPPORTED by Naudi to approve payment of \$1,200 to Don and Pam Lewis for first-month rent for lease of 122 State Street. MOTION CARRIED UNANIMOUSLY.

E. Three year copier lease through American Imaging for DDA office at 122 State St.

MOTION by Schlittler, SUPPORTED by Vyletel to approve a 3-year lease through American Imaging of a Lanier LD420cspf color copier/scanner/printer/fax machine in the amount of \$178.00 per month starting October 1, 2008. MOTION CARRIED UNANIMOUSLY.

F. Engineering and Landscape Design Proposals for Parking Lot #1

MOTION by Hansen, SUPPORTED by Mayor Moen to approve the proposal from HRC dated June 24, 2008 and proposal from Grissim, Metz Andriese Associates dated June 18, 2008 in the amounts of \$44,645.44 and \$44,700 respectively, for engineering and landscape design for Parking Lot #1.

DDA Director Voght outlined the information. Mayor Moen outlined the timing of construction with Parking Lot #1, and City Manager Charles outlined the cost, design construction engineering, and the release for HRC and Grissim Metz to being design coordination on Sibley Street and Parking Lot #1. **MOTION CARRIED UNANIMOUSLY.**

G. WALLY Update

Shea Charles, City Manager gave an update on the recent presentation at the County Administration building.

H. Community Charrette RFP

City Manager Charles gave an update on the RFP submittals and interviews. Mr. Charles spoke briefly about a discussion with Gladding Jackson out of Florida, and stated the results of the interviews and discussions went to City Council on August 25th. Mr. Charles asked for the DDA to approve a motion to budget up to \$80,000. Mr. Charles then outlined the schedule for the Charrette. Board Member Schlittler asked for clarification on the Charrette on Clinton Street and the proposed Charrette. City Manager Charles stated that Gladding Jackson was made aware of the Clinton Street concerns.

MOTION by Mayor Moen, SUPPORTED by Hansen to fund the downtown master plan and community Charrette process up to \$80,000.

City Manager Charles stated the proposal would be forwarded to City Council on September 8th.

MOTION CARRIED UNANIMOUSLY.

New Business/Business Relocations/Spaces Available Report

The Board reviewed the submitted list. Cit Manager Charles stated that Hubbell Roth & Clark should be moving into the property above Mr. B's within the next 90 days. DDA Director Voght stated the new DDA/Main Street office would be completed mid October. Board Member Hansen stated that the Detroit News will moving out November 1st, and Kelly Hansen Interiors will be occupying the space. Mayor Moen stated that Sufficient Grounds would be moving out of 106 E. Grand River by October 31st.

MOTION by Mayor Moen, SUPPORTED by Nash to excuse Board Member Hamilton.

MOTION CARRIED UNANIMOUSLY.

DDA Director Voght stated he would contact Board Member Hamilton about her office term.

MOTION by Schlittler, SUPPORTED by Hansen, to adjourn the meeting at 8:15 p.m.

MOTION CARRIED UNANIMOUSLY.

Minutes Approved,

Rob Naudi, Secretary