



# MAIN STREET & DOWNTOWN DEVELOPMENT AUTHORITY BOARD AGENDA

Meetings: Fourth Wednesday, except Nov. - 6:30 P.M.  
City Council Chambers, Lower Level – 611 E. Grand River - Howell, MI 48843

---

October 27<sup>th</sup>, 2010 DDA Board Meeting

Members and  
other officials normally  
in attendance:

1. Geraldine Moen  
*Mayor*
2. Stephanie Schlittler  
*President*
3. Jeff Hansen  
*Vice-President*
4. Diana Renscak  
*Treasurer*
5. Matt Wilson  
*Secretary*
6. Vacant
7. Vacant
8. Vacant
9. Vacant
10. Nathan Voght  
*DDA Director*
11. Vacant  
*Main Street Coordinator*
12. Shea Charles  
*City Manager*

1. Meeting Called to Order
2. Citizen's Comments (items not on the agenda)
3. Approval of DDA Minutes –Secretary, Matt Wilson
  - Minutes of Executive Committee, October 6, 2010
  - Minutes of Regular Meeting, September 22, 2010  
*(Motion required to place minutes on file)*
4. Correspondence  
Howell Beautification Committee Thank You Letter
5. Reports
  - Director Report – Nathan Voght
  - Main Street Coordinator Report - Nathan Voght
  - President's Report – Stephanie Schlittler
  - Treasurer's Report – Diana Renscak  
*(Motion required to place reports on file)*
6. Approval of Committee Reports
  - Design Committee – Nathan Voght, Director
  - Promotions Committee – Stephanie Schlittler, Chairperson
  - Organization Committee – Jeff Hansen, Chairperson
  - Business Development Committee – Diana Renscak, Chairperson  
*(Motion required to place all reports on file)*

## WELCOME!

Visitors are cordially invited to attend all meetings of the Main Street/DDA.  
If you wish to address the Board, you will be recognized by the President during Citizen's Comments.

7. Payment of Bills – DDA Treasurer  
*(Motion to pay the bills in the amount of \$21,454.79, plus payroll for October, 2010)*
8. **Discussion/Action Items:**
  - A. Holiday in the Park Sponsorship – Parks and Recreation Authority  
*(Motion to approve sponsorship in the amount of \$500)*
  - B. Façade Grant Reimbursement Request – 202 S. Michigan  
*(Motion to approve a Façade Grant Reimbursement request for 202 S. Michigan, in the amount of \$22,400)*
  - C. DTE Lighting Agreement – Parking Lot #1  
*(Motion to approve the DTE Standard Agreement for Municipal Street Lighting Up Grade Number 31814837, to upgrade 7 decorative lights within Parking Lot #1 in the amount of \$15,200)*
  - D. Michigan Main Street Evaluation – Review/Discussion
  - E. Conflict of Interest Policy – Discussion/Action  
*(Motion to form sub-committee to study to develop Conflict of Interest Policy recommendation for DDA Board review)*
  - F. 2010 Melon Festival Financial Report
  - G. Parking Lot #1 Construction Update
9. **New Businesses/Business Relocations/Spaces Available Report**
10. **Motion to Adjourn**  
*(Motion Required for Adjournment)*

**Reminders:**

Legend of Sleepy Howell – Oct. 23<sup>rd</sup>, 5:00 to 8:00 p.m. (Rain Date: Oct. 24<sup>th</sup>)  
City Council Budget Management Work Session – Tues. October 26<sup>th</sup>, 6:00 p.m. City Hall  
DDA Board Meeting – Wed. Oct. 27<sup>th</sup>, 6:30 p.m.  
Ernesto Sirolli MML Workshop – Friday, Oct. 29<sup>th</sup>, Lansing 12:00 to 4:00 p.m.  
MI Festivals and Events Conference – Nov 6 and 7, Kalamazoo

**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.*

Howell Main Street and Downtown Development Authority  
Executive Committee Session  
October 6, 2010 8:30 am

Committee Members Present: President Schlittler, Treasurer Renscak, DDA Director Voght, City Manager Charles

Committee Members Absent: Vice-President Hansen, Secretary Wilson, None

Meeting began at 8:33 at 122 State Street

The Executive Session was to set the agenda for the October 27<sup>th</sup>, 2010 meeting.

The Committee reviewed the draft agenda, including the agreement with DTE for upgrading the lighting in Parking Lot #1 to allow banners, potential Street Musician permitting discussion, Main Street Evaluation, Melon Festival report, and Parking Lot #1 report.

N. Voght stated that a façade grant reimbursement may be added to the agenda, if all work to 202 S. Michigan is completed. Also, the Street Musician discussion may not be ready for DDA review until November.

A Holiday in the Park sponsorship request from the Parks and Recreation Authority will be added to the agenda.

N. Voght stated the Melon Festival financials should be substantially complete and ready for DDA review in October.

There were no other items requested for the agenda.

The meeting adjourned at 9:11 a.m.

Minutes as recorded by Nathan Voght



**MAIN STREET & DOWNTOWN DEVELOPMENT AUTHORITY  
WEDNESDAY, SEPTEMBER 22, 2010**

**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: Matt Wilson, Stephanie Schlittler, Diane Renscak, Jeff Hansen

Members Absent: Mayor Moen

Also Present: Nathan Voght, DDA Director, Carol Stone, Assistant City Manager, Traci Mularoni, Administrative Assistant, Sherrie Boak, Recording Secretary, Pam Lewis, Ron Gari, Geri McKeon-Andersen, Terry Lyons, Jessica Tokman

President Schlittler called the meeting to order at 6:35 pm

Citizens Comments

No public comments

Approval of Minutes

**MOTION by Hansen, SUPPORTED by Renscak to approve the minutes from the Executive Committee Meeting of September 8, 2010. MOTION CARRIED UNANIMOUSLY.**

**MOTION by Hansen, SUPPORTED by Renscak to approve the minutes from the Regular Meeting of July 28, 2010. MOTION CARRIED UNANIMOUSLY.**

Correspondence

Referenced items submitted at the meeting. Items included the request letter from Tour De Livingston, Founder & Friend Benefit Dinner to the Opera House, and an invite from the City Manager to the MML Entrepreneurial on October 29 in Lansing.

Reports

DDA Director

DDA Director Voght informed the Board about the recent City of Howell budget work session on September 20, 2010. Mr. Voght highlighted items Council was reviewing including services, costs, and the subsequent budget work session on October 26<sup>th</sup> at 6pm in Council Chambers. Mr. Voght gave an update on parking lot #1 including installation of the public art within 2-3 weeks, and the landscape schedule. Mr. Voght gave highlights of the Michigan Main Street Conference with information provided within the next month, from him and Administrative Assistant Traci Mularoni. Mr. Voght stated his interest in attending, along with Traci Mularoni, the Michigan Festival Conference. Mr. Voght stated he would be going to the Promotion Committee in October to discuss the marketing campaign, and website. At that point, he would bring their recommendation back to the Board at the October meeting. Mr. Voght informed the Board of the upcoming Quarterly Main Street Training in Blissfield, which he would like to attend and invited the Board. The DDA Director met with Devin LaRowe of City Parks and Cemetery regarding

miscellaneous expenses, based on the President's inquires at the July meeting. They will work together to track how much time and materials and report back to the Board. The DDA office lease expires December 31<sup>st</sup> with a 90 day deadline to renew which is September 30<sup>th</sup>. The landlord is willing to work with the DDA until the City budget discussions are finalized by offering a short-term lease until spring.

#### Main Street Coordinator Report

Referenced the Michigan Main Street Monthly Report.

#### President's Report

President Schlittler highlighted the Main Street evaluation. Ms. Schlittler stated that the overall consensus of the Main Street Evaluation results was that the City of Howell Main Street Program will be in remediation, with 6 months to coordinate and get things in order. Ms. Schlittler stated that the Board vacancies are being addressed, and she has met with 3 potential applicants. Throughout the Committees, they will need to prioritize, and evaluate what needs to be maintained. DDA Director Voght stated that the message from the evaluation committee was that every program goes through ups & downs, and it's not abnormal. Each committee and the Board needs to re-set priorities and focus on not taking on more than they can handle, and the Main Street program needs to readjust its priorities. Mr. Voght recommended a DDA retreat to focus on these items.

#### Treasurer's Report

Board Member Rencsak stated there was no new information.

**MOTION by Rencsak, SUPPORTED by Hansen to place all presented reports on file. MOTION CARRIED UNANIMOUSLY.**

#### Approval of Committee Reports

##### Design Committee

Nathan Voght, DDA Director stated the Committee was working on the public art, and the "Walk through Time" booklets were delivered.

##### Promotions Committee

President Schlittler stated the Committee was getting things in motion for Legend of Sleepy Howell on Oct 23<sup>rd</sup>, and would be working on the work plans at their September 29<sup>th</sup> meeting.

##### Organization Committee

Jeff Hansen, Committee Chairperson referenced the submitted minutes, and asked for more volunteers.

##### Business Development Committee

President Schlittler stated that Diana Rencsak will be taking over as chairperson of the Committee. The Committee is working on work plans, and recruiting realtors to market downtown vacancies. The next Howell Happenings Live will be on October 20<sup>th</sup>, 8am at Mr. B's.

**MOTION by Hansen, SUPPORTED by Wilson 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 \$64,430.94 for August and September, 2010, and payroll.**

Board Member Wilson asked for clarification on booth refunds. President Schlittler stated that because of the low count of vendors, we wanted to encourage more, so booth fees were waived. Those vendors that had already paid were refunded. President Schlittler inquired to what the “Butler Blvd” item was. Traci Mularoni stated that the LAC tent was rented/paid for, there was an emergency in the family and they were unable to attend, so the fee was refunded.

Board Member Renscak asked that the Melon Festival expenses and income be broken down separate. DDA Director Voght stated that when the final expenses and income come in, he will provide it.

President Schlittler asked for the details on why the DDA is paying utilities on the property at 118 W. Clinton. DDA Director was not able to answer and referred to Carol Stone, Asst. City Mgr, who stated she would research for the Board. **MOTION CARRIED UNANIMOUSLY.**

### Discussion/Action Items

#### **A. Howell Public Arts Initiative – Discussion**

DDA Director Voght introduced Jessica Tokman, Terry Lyons, Geri McKeon-Andersen, Ron Gari and Pam Lewis, then outlined the process of the public art process.

Pam Lewis outlined the purpose of the proposed Public Arts Initiative. Ms Lewis spoke of the sub committees working in reviewing creative ideas from other areas in which to place public art installations. The Detroit Institute of Arts is interested in having art work in town, and asked the Board what direction they could pursue for fundraising. The Committee would like to come up with an option by 2011, and explore a work plan. Geri McKeon-Andersen, 304 Higgins, stated the Women’s Group had a representative speak on public art in Michigan, and she would like to offer that speaker to the committee.

Ron Gari, R Gari Design, reiterated the committees request from the Board for future direction on artists, sponsorships, etc.

Board Member Renscak asked why the committee did not talk to Brighton, and if they could inquire with Brighton on how they fund all their art work.

Mr. Gari and Ms. Lewis did not have an answer to why not Brighton, but they did state that in Ann Arbor new developments are required to donate money towards the local art. Board Member Wilson spoke briefly about the recently opened art walk at Dr. Bodine’s office, and encouraged the committee to meet with him for his in site and input for art and funding. Mr. Wilson gave Pam Lewis an email address.

The Board acknowledged the committees endeavors, encouraged them to research locations and artists, and to keep the board informed.

DDA Director Voght stated the committee will do a better job in the future to keep the Board informed. President Schlittler reminded the DDA Director that a Committee Chairperson needs to be established for the Design Committee.

The group briefly discussed a ribbon-cutting event for the unveiling of the public art in Parking Lot #1.

#### **B. Howell Area Chamber of Commerce Membership Renewal – Discussion/Action**

President Schlittler confirmed that the item was allotted for in the budget.

**MOTINO by Hansen, SUPPORTED by Renscak to renew the Chamber of Commerce membership for October 2010 – September 2011.**

Board Member Wilson asked that the Board acquire details as to what the Chamber provides to the DDA for the cost. President Schlittler clarified that there was a list provided last year that highlighted items including marketing for the promotions committee for Melon Festival, participating on the DDA committees, etc. The Board

asked if the DDA was a member through the City, and if the Board should purchase individual memberships. Carol Stone, Assistant City Manager stated it would be appropriate to have a membership as a board. Board Member Hansen discussed the issue of the Farmers' Market vendor selling Howell Melon Festival merchandise. It was stated that the Chamber will be updating their vendor contracts to prohibit this in the future.

**MOTION CARRIED UNANIMOUSLY.**

**C. Street Musician Regulations/Permitting – Discussion**

DDA Director Voght stated that the City is currently working on an ordinance to address musicians playing in the downtown area, and suggested the DDA look into how to regulate/accommodate street musicians.

**D. Tour de Livingston Downtown Refresh Station – Discussion/Action**

A letter was submitted by Jim Gilligan, Howell Rotary. Nathan Voght, DDA Director outlined the event. The Board determined a location of PNC Bank parking lot, if approved by the bank, there will be a tent, banner, boy scouts staffing it, and funds would be donated by the DDA.

**MOTION by Renscak, SUPPORTED by Wilson to approve funds for the Tour De Livingston not to exceed \$200 for the refreshments in the tent. MOTION CARRIED UNANIMOUSLY.**

**E. Melon Festival Review**

President Schlittler stated *Thank You* notes will be sent by September 25<sup>th</sup>. The committee is already meeting for 2011, and the 2011 dates are August 19-21, 2011. Ms. Schlittler asked if Tony's Dogs had paid for the PEPSI profit portion yet. Ms. Mularoni stated she would make contact with the owner to get the money. The Chamber of Commerce stated they would be altering their farmer's market application to state no "Melon Festival" or "Balloon Festival" merchandise.

**F. Parking Lot #1 Construction Update**

The pavement is done, the painting of the lines will begin this week, the fencing on the walls will be installed within two weeks, and the DTE decorative light poles will be installed within the next week.

**New Business/Business Relocations/Spaces Available Report**

Board Member Renscak stated that the "Copper Pickle" business is for sale, but not the building.

**MOTION by Hansen, SUPPORTED by Renscak to excuse Mayor Moen. MOTION CARRIED UNANIMOUSLY.**

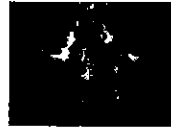
**MOTION by Hansen, SUPPORTED by Renscak to adjourn the meeting at 7:55 pm. MOTION CARRIED UNANIMOUSLY.**

Minutes Approved,

Matt Wilson  
Secretary



Howell Beautification Committee  
123 East Washington Street  
Howell, MI 48843



*"Keep Howell Beautiful"*

October 12, 2010

Nathan Voght  
Director  
Howell Downtown Development Authority  
122 State Street  
Howell, MI 48843-3001

On behalf of the entire Howell Beautification Committee, I would like to express our sincere appreciation for the generous donation. Your contribution will help us with our fall planting of mums and tulip bulbs for next spring.

The mums and tulip bulbs will be planted in the various flower gardens in the City of Howell, including the War Memorial, the Chamber of Commerce building, as well as the flower gardens on State Street and at the clock in front of the Library.

We are eagerly looking forward to next spring when we these tulips will emerge and contribute to the beauty of the Howell area.

Your contribution will make a significant difference in our ability to make this area a welcome site for visitors and members of our community.

Thanks again for your generous gift.

Phil D'Annunzio  
President  
Howell Beautification Committee

# MEMORANDUM

**DATE:** October 20, 2010

**TO:** Main Street and  
Downtown Development Authority  
Board of Directors

**FROM:** Nathan Voght, DDA/Main Street Director

**RE:** October 27th, 2010 Board Meeting

-----



## City Council Budget Work Session

The next City Council budget work session is next Tuesday, Oct. 26<sup>th</sup> at 6:00 p.m. in City Council chambers. Any packet prepared will be forwarded to the DDA. Please plan to attend if possible. The DDA's budget and financial outlook will likely be discussed, among other things.

## Public Art

The installation of both pieces of art is planned for the week of October 25<sup>th</sup>. A ribbon cutting has not been scheduled as of yet. Please indicate what time of day/week would be best for you to attend a ribbon-cutting.

## Parking Lot #1 and Parking Duration

There is strong opposition to prohibiting overnight parking in Parking Lot #1. Staff recommends that the DDA consider daytime restrictions to parking only, with a limit of 4 hours, as recommended by the 2007 Parking Ad-Hoc Committee. The daytime hours would be enforced from 8:00 a.m. to 5:30 p.m. Should the DDA agree with this recommendation, the Chief of Police will prepare a Traffic Control order for City Council consideration. The wayfinding signs in the parking lot will then be updated to reflect the 4 hour time limit.

## Howell Happenings Live

The fall edition of HHL took place the morning of Wed. Oct. 20<sup>th</sup> at Mr. B's. We covered Public Art, City Construction, and Legend of Sleepy Howell. Peter Bowen spoke on behalf of Rotary and the Tour de Livingston and said the event raised \$20,000 for United Way. Mr. Bowen was appreciative of the refreshment station provided by the DDA and thanks the DDA for the contribution.

## DDA Office Lease

The Lewis' are willing to extend a short-term (3 to 6 months) to us for lease of 122 State Street, which expires on December 31<sup>st</sup>, 2010. We have until October 30<sup>th</sup> to notify them of our renewal. The extra 3 to 6 months will allow us to stay in our space until the majority of the budget sessions and determination for 2011-2012 has taken place. If the Board agrees, I will present a lease for approval at the November meeting.

## Michigan Main Street Evaluation

Michigan Main Street has sent their final evaluation report. I included in the last Friday Update packet. I have included it again with the Board packet for discussion on October 27<sup>th</sup>. The first priority needs to be Board recruitment, which I recommend we accomplish within 3 months. Once we have a full Board, I recommend we schedule a Board and Committee training session(s) by Michigan Main Street representatives.

## Beautification Committee

The Howell Beautification Committee maintains the public flower beds at the north and south ends of the 100 block of State Street. The City of Howell supports the group by purchasing flowers and other plant material for these areas every year. The DDA has not directly provided plant material for the group in the past, even though much of their work is in the downtown. They have requested approximately \$200 in tulip bulbs to plant within the State Street planting areas this fall, which I approved through the Beautification Supplies budget line item. The sent a thank you letter, which is included with Correspondence on the agenda.



## Economic Restructuring

Volunteer Hours: 35 hrs.

**Building Rehabilitation in MSA:** (interior rehab – building systems (HVAC), roof etc.)

Name of Businesses and address	Amount invested	Sources of \$	Total Project
123 W. Grand River Avenue Livingston Arts Council Replacement of Two Air Conditioners	\$10,000	Private	\$10,000
	\$		

**Total \$**

### **New Construction in MSA:**

Name of Businesses and address	Amount invested	Sources of \$	Total Project
n/a			

**Total: \$10,000**

**Total dollar of new private investment: \$10,000**

### **Buildings Sold in MSA: \*(Amounts available at city assessor's office)**

Name of Businesses and address	Current use	Future use	Amount of Sale *

### **New Businesses Opened in MSA:**

Name	Type of business

### **Existing Downtown Businesses that have expanded in MSA:**

Name	Type of business
n/a	

### **Businesses Closed in MSA:**

Name	Type of business	Total jobs FTE (lost)	Total part-time jobs (lost)

### **Businesses Moved out of Downtown to another Location:**

Name	Type of business	Total jobs FTE (lost)	Total part-time jobs (lost)

n/a			
-----	--	--	--

**New Housing Completed Downtown:**

Type	# of Units	Monthly Rent or Purchase Price
n/a		

**Promotion**

**Downtown Events & Activities – All committees: R-Retail SE-Special Event I-Image**

Event Name & Description	Type (R, SE, I)	Sponsor(s)	Total Cost	# of attendees

Main Street Cost	Total Volunteer Hours	Achievement	Revenue Raised

**Total Number of Volunteer Hours: 17 hours**

**Organization**

**Volunteer Hours: 5 hrs.**

**Organization Activities Completed:**

Activity	Achievement

**Fundraising/Membership Last Month:**

Pledged Amount \$			total
Private	0		
Public	0		
In-Kind	0		

**Training Sessions Attended:**

Training Event	Who Attended & MS Title	Date	Topic
Michigan Main Street Annual Conference	Nathan Voght, Main Street/DDA Director Traci Mularoni, Main Street Coordinator	September 13, 14	

**Board Member Changes:**

**Assistance Received:**

State/Fed Agency	Description of Assistance	\$	Total Project Cost

--	--	--	--

**Other News or Commentary:**

1. The Farmers' Market that takes place every Sunday from 9 a.m. to 2 p.m. continues to bring people to our Downtown.
2. Howell Melon Festival Committee has been finalizing plans for this year's festival. Media events, posters and flyers have been finalized and publicized to bring people to this major festival and Main Street fundraiser.

**Program: & Outlook (List Critical Issues, Problems, and Successes of the Past Month and future challenges):**

1. Just finalizing budget and actual expenses for Melon Festival, where it appears the event did not raise funds again this year. The Melon Festival Committee is frustrated at this, but also recognizes the significant investment we have made to re-invent this long-standing tradition for Downtown Howell. We firmly believe this event will be profitable next year.
2. Organization Committee: Reviewing Main Street Evaluation and re-setting work plan projects to address program needs.
3. Promotions Committee: Working on Legend of Sleepy Howell on October 23<sup>rd</sup>. Looking at launching this year's Downtown Howell branding/marketing campaign.
4. Design Committee: Working on coordinating ribbon-cutting for new Public Art to be installed in October in Parking Lot #1.
5. Business Committee: Discussed re-setting work plan projects to re-orient to current program needs based on our recent evaluation.

**Suggestions for State and National Staff:** (Suggestions on services or training topic; new resources; questions):

*No suggestions at this time.*

Please return your **completed report** by the **10<sup>th</sup>** of every month.

Laura Krizov, Main Street Coordinator - Michigan Main Street

Michigan State Housing Development Authority

735 East Michigan Avenue, Lansing, MI 48909

Email: [krizovl@michigan.gov](mailto:krizovl@michigan.gov) - Please call Laura Krizov at 517.241.4237 with any questions.

*Howell Main Street*

MINUTES

August 12, 2010

Time: 6:00 p.m.



**Present:** Ron Gari, Gudrun Patton, Pam Lewis, Traci Mularoni, Administrative Assistant, and Nathan Voght DDA Director, Bruce McCullen, Eric Conn, Gary Kackstetter

**Absent:** Ingrid Wickizer, Intern from Cool Cities; Jeri McKeon-Andersen, Terry Lyons, Jessica Tokman

1. **Call to Order:** Meeting called to order by N. Voght at 6:07 p.m.
2. **Approval of Design Committee Minutes from July 22, 2010.**  
*Motion to approve minutes by E. Conn, seconded by G. Kackstetter. All in favor.*
3. **Public Art Update and Logo:** Separate meetings have been held to develop a public art initiative in Howell. Information was presented that included a mission statement and the development of several logo designs. It is hopeful that during this years Howell Melon Festival that a logo could be presented on a sign along with information on the current art projects that are happening in Parking Lot #1. Ron and Jessica have discussed how to have energy in the name and came up with the logo designs that were presented.

Different design features in the logo were discussed, as in color, wording and the placement of the letters. The committee would like to choose several different colors to brand the logo, but then to have the option to change colors depending on how to present the color for different events to support the public art.

Color palette was decided on beginning logo printing. The basic shape of the logo was approved. It was decided to use two colors on the logo and four core colors were decided on to start printing logo for the Howell Melon Festival tent area to present the art initiative. Dark purple/Cornflower blue, Dark Orange/Cornflower blue, Green/Cornflower blue and Cornflower Blue/Green. Bruce McCullen suggested checking for different font selections in the logo. Examples will be emailed out after Jessica revises.

4. **Façade Grant Modification:** Bruce McCullen presented current information on 202 S. Michigan Avenue. Bruce presented temporary fix to door on north side of this building as being that the door have a pane of glass in place of the door. Long term solutions would be to either 1) raise the sidewalk or 2) revise inside. Building permit was issued, but final City approval will not be issued until a transim window be put in the place of the door. It was asked for a motion to approve the amendment to the previously approved façade grant to approve a current solution being to put glass in, but a future permanent solution be presented in the future. The Design Committee is being asked to approve this second option – the glass panel with a future option to finalize what will happen to this location in the building depending on the building use in the future.

A single pane of glass will be put into the door. It would be less expensive to put the glass into the door instead of lowering the door to meet the sidewalk.

Motion to approve amend a previously approved door, then current solution to glass panel in the door with an option to encourage the door to meet

Motion made by G. Kackstetter with R. Gari seconded to it. All favored by eye, opposed –none. B. McCullen abstained on the vote because of his involvement.

5. **Haviland Printing Update – Proof Approved:** Proof has been approved and is being printed to be ready for purchase at the Howell Melon Festival - 1,000 copies. Added in the front cover was “Third Edition” information. The paper that it was originally printed on is not available, but a comparable paper was chosen to go to print.

6. **Parking Lot #1 Update:** Foundation for the tree sculpture is done. Lighting for the project was discussed. The decorative pattern of the sidewalk areas was discussed. Power connections are happening this week. The schedule for completion is still projected for this fall.

7. **Volunteer Hours:**

<b>J. Tokman -</b>	<b>G. Patton-</b>	<b>P. Lewis - 10</b>	<b>B.McCullen- 8</b>
<b>G. Kackstetter -</b>	<b>J. McKeon Andersen-</b>	<b>E. Conn-</b>	<b>R. Gari -</b>
<b>T. Lyons -</b>			

10. **Adjourn:**

Motion made to adjourn by G. Kackstetter at 7:16 p.m. and was seconded by E. Conn.  
*Motion approved unanimously.*

*Next Meeting: August 26, 2010 at 6:00 p.m. at the DDA/Main Street Office located at 122 State Street.*

*Howell Main Street*

MINUTES

August 12, 2010

Time: 6:00 p.m.



**Present:** DDA President, Stephanie Schlittler; Pam Lewis, Traci Mularoni, Administrative Assistant, and Nathan Voght DDA Director, Bruce McCullen, Eric Conn, Gary Kackstetter, Jeri McKeon-Andersen, Jessica Tokman

**Absent:** Ingrid Wickizer, Intern from Cool Cities; Terry Lyons, Ron Gari, Gudrun Patton

1. **Call to Order:** Meeting called to order by N. Voght at 6:07 p.m.
2. **Approval of Design Committee Minutes from August 12, 2010.**  
*Motion to approve minutes by E. Conn, seconded by G. Kackstetter after two changes. All in favor.*
3. **Public Art Update and Logo:** Eric Conn commented on the positive comments given at the Art tent. Banner from the festival was displayed. J. McKeon Andersen commented on how Carl should be reminded to give the wire tree a name for the plaque. J. McKeon Andersen talked to Carl about how the plaque may contain some of the history of the Indian Tree. J. McKeon Andersen provided information from her friend regarding the history of Indian Trees.

Jessica stated that the glass panels will be named “The Spirit of Howell.” J. McKeon Andersen stated that Ron Gari said that there were questions during Melon Festival in regards to how this art endeavor is different from the Livingston Art Council. The difference being that the LAC is working on restoring the opera house, the arts initiative would like public art displayed.

4. **Arts Initiative Update – Presentation to the DDA Board on September 22:** Nathan gave the history of how this idea got to the point of being presented to the DDA Board. J. McKeon Andersen would like a full presentation at the Parking Lot #1 Dedication. G. Kackstetter gave the idea of having an inventory of where art would be placed in the future so that people could donate money for the projects. P. Lewis showed LPA article from a prior paper stating how copies of public art from The Detroit Art Institute are being replicated and displayed outside to draw people into their institute.

Jessica Tokman gave the idea behind the logo picked for the Arts Initiative. The colors of the logo designs that were agreed upon by the Design Committee were pointed out. By having a visual element, their hope is that the idea of the art initiative and the logo and the Design Committee’s mission could culminate together to provide it to the public.

Stephanie Schlittler requested that the Design Committee give a work plan and ideas presented to the DDA Board so that the Board can provide accurate information to the public.

It is requested that information be drawn from different sources to launch this program to the Board and public. S. Schlittler suggested getting information on forming a Non-profit because there are many benefits to this designation as far as future fundraising.

Questions were asked as to how to organize this idea in relation to the Design Committee and where to go from having a logo and presenting information to the public. Gary Kackstetter looking into creating a foundation for this idea. It was recommended by N. Voght that the Design Committee come to the September 22, DDA Board meeting to present information. P. Lewis asked where future money for the art dedication will be pulled from in the budget. N.Voght will have a progress meeting about Parking Lot #1 on Monday and will get Design Committee information on the progress for future dedication of the Parking Lot. It is requested that at a future meeting there be some speakers requested to come in and educate the Design Committee on public art.

5. **Parking Lot #1 Update – Pubic Art Installation Schedule:** N.Voght will be at a progress meeting on Monday that will give an update on the construction schedule and when a dedication would be possible for Parking Lot #1.

Jessica stated that the first panel that was being tempered did not turn out, it exploded. Jessica said the problem has already been resolved at the studio and will be redone.

6. **Walking Tour Brochure:** J. McKeon Andersen asked P. Lewis for any Peanut Row information she has so that she can add it to the brochure. J. McKeon Andersen asks the Design Committee review the brochure in the future.

7. **Volunteer Hours:**

J. Tokman - 30      G. Patton-                      P. Lewis - 19                      B.McCullen- 0  
G. Kackstetter - 3 J. McKeon Andersen- 12    E. Conn- 3.5    R. Gari -  
T. Lyons -

10. **Adjourn:**

Motion made to adjourn by B. McCullen at 7:20 p.m. and was seconded by E. Conn .  
*Motion approved unanimously.*

*Next Meeting: September 23, 2010 at 6:00 p.m. at the DDA/Main Street Office located at 122 State Street.*

Business Development Committee Meeting  
**MINUTES –September 17, 2010**



Time: 8:00 a.m.  
Location: Main Street/ DDA office

---

Present: Chair -Stephanie Schlittler, Diana Renscak, Jane Cartwright, Pat Convery, Al Patterson, Traci Mularoni (Main Street Coordinator), Nathan Voght (DDA Director). Absent: Mary Heikkinen, Carol Stone (assistant city mgr)

**1. Call to Order:** S. Schlittler called the meeting to order at 8:04 a.m.

**2. Approval of Meeting Minutes**

**Motion by P.Convery to approve Business Development Committee Meeting Minutes from May 20, 2010; Motion seconded by D. Renscak; Carried.**

**3. Howell Happenings Live:** A new date of October 20<sup>th</sup> has been set. It will be held at Mr. B's and S. Schlittler will confirm the date and time. Invitations are to go out the last week of September and emails and facebook invites will follow. A list of phone calls to be made will be sent my S. Schlittler to the committee members. New businesses to target as guests will be

- Monument store                      -Dk Design
- Tori massage and yoga -Spinning Loft
- Hydro Vision                           -Where the Wild things Grow
- Fortress Financial                   -NorthStar Financial
- Bridal Store (Bereman Building) -Bead Store

**4. HBAT:** The committee discussed a new avenue for the HBAT. There will be face to face visits with the businesses downtown asking if there is anything that they need help with. We will take notes on their needs and find them specific people to talk to. We are taking a "relationship building" approach to show that we are there for the businesses! At the October meeting we will have a listing of businesses and each will pick 2 to contact for that month. In the case that someone not on the visit list contacts us, we will follow up asap.

**5. Business Recruitment Team:** This needs to get back on track. An email of the previous members will be sent out as well as a listing of meeting dates for the month of October. We are going to start marketing to specific businesses. We are considering placing advertisements in trade magazines and D. Renscak will be bringing a list of those available. T. Mularoni will be gathering prices for billboards, craigslist etc. "Howell is looking for your new business".

**6. Property Profiles:** Purse will be combining with BFF in the BFF building. A Pizza Restaurant has been in talks for 204 S. Michigan Ave. Razzamatazz is opening a 3<sup>rd</sup> location at Laurel Park Mall.

**7. Other Business**

**Next meeting:** Discuss Realtors Round Table

**Chamber:** Paranormal Tours plus dinner at the Winery. Every Saturday in October. 2 are already sold out. N. Voght to upload to our website

**Wally:** Track improvements are done and we are waiting for federal ok's/

**Volunteer Hours.** – (hours, plus meetings) S. Schlittler 5 june, 5 july, 10 september

**8. Motion to adjourn by P. Convery at 9:44 am, 2nd by J. Cartwright, Motion Carried.**

Next Business Development Committee Meeting: Thursday June October 14<sup>th</sup> 8am

Business Development Committee Meeting  
**MINUTES –September 17, 2010**



Time: 8:00 a.m.

Location: Main Street/ DDA office

---

Present: Chair -Stephanie Schlittler, Diana Renscak, Jane Cartwright, Pat Convery, Al Patterson, Traci Mularoni (Main Street Coordinator), Nathan Voght (DDA Director), Mary Heikkinen, Carol Stone (assistant city mgr)

**1. Call to Order:** S. Schlittler called the meeting to order at 8:02 a.m.

**2. Approval of Meeting Minutes**

**Motion by D. Renscak to approve Business Development Committee Meeting Minutes from September 17, 2010; Motion seconded by J.Cartwright; Carried.**

**3. Howell Happenings Live:** Review of the agenda. Public Art have been added. Pictures of the new businesses will be added to a power point. S. Schlittler will contact Mr.B's to see if there will be coffee. Mary and Traci volunteered to make scones and muffins. The Upcoming Event speakers have all been confirmed.

**4. HBAT:** The letter that has been previously used in the HBAT will be reviewed by S. Schlittler and N. Voght. The letter will then be sent to P. Convery and ready for the committee in the next week. Each committee member was assigned 2-4 businesses to approach in the next month. Please see attached sheet.

**5. Business Recruitment Team:** D. Renscak will be joining the team. T. Mularoni will be setting up the first meeting for the first week in November. In that meeting there will be a focus on businesses to focus on to open a second location. D. Renscak brought in Crains magazine as an example of where we could advertise for a business. These are things we will be considering

**6. Realtors Round Table:** Since the last meeting D. Renscak made some notes in regards to the best possible approach for this event. She proposed that a smaller meeting of the realtors that have listings in downtown are brought together to assure that there will be participation and buildings can be opened for an event open to LARS. D. Renscak will get a list together for an invitation list. The meeting will take place in the DDA/Main Street office.

**7. Property Profiles:** Hellers flowers building is back on the market.

**8. Other Business**

**Next Meeting:** Start with work plan for the webinar.

**Chamber:** LEGUP a new initiative for new business ideas.

**Wally:** Track improvements are done and we are waiting for federal ok's/

**Volunteer Hours.** – (hours, plus meetings) S. Schlittler 5, D. Renscak 4, P. Convery 7

**9. Motion to adjourn by M. Heikkinen at 8:57am, 2nd by D. Renscak, Motion Carried.**

Next Business Development Committee Meeting: Thursday November 18<sup>th</sup> 8am

CITY OF HOWELL DDA

10/28/2010

Name	Amount		Description
Nextel	\$ 83.03	Oct 2010	Cellular Communication
Fifth Third 10-15-2010	\$ 636.21		Credit Card
Abovo Visual Communications	\$ 1,635.00		Melon Festival ads and artwork, maps etc.
Resesrve Account	\$ 118.81		Postage
State of Michigan	\$ 162.00		Sales Tax Melon Fest Sales
LCP	\$ 70.50		split bill with City shows on City list
Bear Claw Bags	\$ (1,454.50)		This bill is also City Hall and coded there.
TOTAL	\$ 1,251.05		
BALANCE FORWARD10-28-2010	\$ 20,203.74		
TOTAL	\$ 21,454.79	*****	

EXP CHECK RUN DATES 10/27/2010 - 10/28/2010  
 BOTH JOURNALIZED AND UNJOURNALIZED OPEN AND PAID  
 BANK CODE: GEN

Vendor Code Ref #	Vendor name Address City/State/Zip	CK Run Date	A/P Post Date Disc. Date Due Date	Invoice PO Disc. %	Bank Hold Sep CK 1099	Invoice Description	Gross Amount Discount Net Amount
ABOVO VIS 42242	ABOVO VISUAL COMMUNICATIONS 5075 N BURKHART RD HOWELL MI, 48843		09/01/2010 10/27/2010 / / 09/30/2010	94310  0.0000	GEN N Y N	MELON FESTIVAL TENT SIGNS	115.00 0.00 115.00

PD CK# 70732 10/01/2010

GL NUMBER	DESCRIPTION	AMOUNT	AMT RELIEVED
248-729-967.012	PROJECT COSTS - ORGANIZATION	115.00	0.00
VENDOR TOTAL:			115.00

ALLEGRA 42337	ALLEGRA PRINT & IMAGING OF LIVINGST 1100 S MILFORD RD HIGHLAND MI, 48357	09/30/2010 10/28/2010 / / 10/12/2010	45209  0.0000	GEN N Y N	MELON FEST POSTERS FOAM CORE	702.00 0.00 702.00
------------------	--	---	---------------------	--------------------	------------------------------	--------------------------

PD CK# 70836 10/13/2010

GL NUMBER	DESCRIPTION	AMOUNT	AMT RELIEVED
248-729-967.012	PROJECT COSTS - ORGANIZATION	702.00	0.00
VENDOR TOTAL:			702.00

AMER IMAGI 42260	AMERICAN IMAGING INC 7041 GRAND RIVER , UNIT 500 BRIGHTON MI, 48114	09/20/2010 10/27/2010 / / 10/27/2010	73247  0.0000	GEN N N N	DDA COPIES FOR LAST 1/4	826.97 0.00 826.97
---------------------	---	---	---------------------	--------------------	-------------------------	--------------------------

Open

GL NUMBER	DESCRIPTION	AMOUNT	AMT RELIEVED
248-728-900.000	PRINTING & PUBLISHING	826.97	0.00
VENDOR TOTAL:			826.97

AMER PLANN 42261	AMERICAN PLANNING ASSOCIATION LOCK BOX 4291 CAROL STREAM IL, 60197-4291	09/15/2010 10/27/2010 / / 10/27/2010	134834-100801  0.0000	GEN N N N	DIRECTOR APA AND MAP DUES	415.00 0.00 415.00
---------------------	---	---	-----------------------------	--------------------	---------------------------	--------------------------

Open

GL NUMBER	DESCRIPTION	AMOUNT	AMT RELIEVED
248-728-840.000	DUES & MEMBERSHIPS	415.00	0.00
VENDOR TOTAL:			415.00

MISC 42206	ASM BSA TROOP 362 KEITH RUSHLOW 484 BRIGHTON RD	09/01/2010 10/27/2010	MELON2010BS	GEN N	CLEAN UP FOR MELON FEST	931.00
---------------	---	--------------------------	-------------	----------	-------------------------	--------

EXP CHECK RUN DATES 10/27/2010 - 10/28/2010  
 BOTH JOURNALIZED AND UNJOURNALIZED OPEN AND PAID  
 BANK CODE: GEN

Vendor Code	Vendor name	A/P	Post Date	Invoice	Bank	Invoice Description	Gross Amount
Ref #	Address	CK Run Date	Disc. Date	PO	Hold		Discount
	City/State/Zip		Due Date	Disc. %	Sep CK		Net Amount
	HOWELL MI, 48843		/ /	0.0000	Y		0.00
			09/29/2010		N		931.00

PD CK# 70723 09/29/2010

GL NUMBER	DESCRIPTION	AMOUNT	AMT RELIEVED
248-729-967.012	PROJECT COSTS - ORGANIZATION	931.00	0.00
VENDOR TOTAL:			931.00

SBC	AT & T	09/30/2010	517548106809-10	GEN	DDA FAX	
42597	P.O. BOX 8100	10/28/2010		N		35.47
	AURORA IL, 60507-8100	/ /	0.0000	N		0.00
		10/13/2010		N		35.47

PD CK# 70858 10/14/2010

GL NUMBER	DESCRIPTION	AMOUNT	AMT RELIEVED
248-728-850.000	COMMUNICATIONS - TELEPHONES	35.47	0.00
VENDOR TOTAL:			35.47

AUBURN OAK	AUBURN OAKS INC.	09/21/2010	57555-DDA	GEN	MUMS	
42269	3820 W AUBURN RD	10/28/2010		N		144.00
	ROCHESTER HILLS MI, 48309	/ /	0.0000	N		0.00
		10/12/2010		N		144.00

PD CK# 70837 10/13/2010

GL NUMBER	DESCRIPTION	AMOUNT	AMT RELIEVED
248-728-881.001	BEAUTIFICATION SUPPLIES	144.00	0.00
VENDOR TOTAL:			144.00

BEAR CLAW	BEAR CLAW BAGS	09/11/2010	61894	GEN	GREEN BAGS	
42434	4265 CORPORATE DR	10/27/2010		N		1,454.50
	MOUNT PLEASANT MI, 48858	/ /	0.0000	N		0.00
		10/12/2010		N		1,454.50

PD CK# 70838 10/13/2010

GL NUMBER	DESCRIPTION	AMOUNT	AMT RELIEVED
226-528-740.008	REFUSE BAG PURCHASE	1,454.50	0.00
VENDOR TOTAL:			1,454.50

MISC	BENNIGAN'S GRILL & TAVERN	09/28/2010	09282010	GEN	FOOD FOR FESTIVAL TENT	
42243		10/27/2010		N		200.00
	3950 E GRAND RIVER	/ /	0.0000	Y		0.00
	HOWELL MI, 48843	09/30/2010		N		200.00

EXP CHECK RUN DATES 10/27/2010 - 10/28/2010  
 BOTH JOURNALIZED AND UNJOURNALIZED OPEN AND PAID  
 BANK CODE: GEN

Vendor Code	Vendor name	A/P	Post Date	Invoice	Bank	Invoice Description	Gross Amount
Ref #	Address	CK Run Date	Disc. Date	PO	Hold		Discount
	City/State/Zip		Due Date	Disc. %	Sep CK		Net Amount

PD CK# 70734 10/01/2010

GL NUMBER	DESCRIPTION	AMOUNT	AMT RELIEVED
248-729-967.012	PROJECT COSTS - ORGANIZATION	200.00	0.00
VENDOR TOTAL:			200.00

MISC	BOKUNIEWICZ, PAUL	09/29/2010	09292010	GEN	LEGEND DJ	
42244		10/27/2010		N		200.00
	6474 HOGAN RD					
	FENTON MI, 48430	/ /	0.0000	Y		0.00
		09/30/2010		N		200.00

PD CK# 70735 10/01/2010

GL NUMBER	DESCRIPTION	AMOUNT	AMT RELIEVED
248-729-967.016	PROJECT COSTS - PROMOTIONS	200.00	0.00
VENDOR TOTAL:			200.00

BRONNERS	BRONNER'S CHRISTMAS	09/01/2010	035067	GEN	LIGHTS	
42271	25 CHRISTMAS LANE	10/28/2010		N		645.60
	P O BOX 176					
	FRANKENMUTH MI, 48734-0176	/ /	0.0000	N		0.00
		10/12/2010		N		645.60

PD CK# 70839 10/13/2010

GL NUMBER	DESCRIPTION	AMOUNT	AMT RELIEVED
248-728-880.000	HOLIDAY DECORATIONS	645.60	0.00
VENDOR TOTAL:			645.60

MISC	CHODKOWSKI, RENEE	09/28/2010	MELON 9-28	GEN	INGREDIENTS FOR DEMO MELON TENT	
42246		10/27/2010		N		87.35
		/ /	0.0000	Y		0.00
		09/30/2010		N		87.35

PD CK# 70736 10/01/2010

GL NUMBER	DESCRIPTION	AMOUNT	AMT RELIEVED
248-729-967.012	PROJECT COSTS - ORGANIZATION	87.35	0.00
VENDOR TOTAL:			87.35

CONSUMERS	CONSUMERS ENERGY	09/30/2010	2914-10-10	GEN	122 N STATE ST	
42488		10/28/2010		N		12.58
	LANSING MI, 48937-0001	/ /	0.0000	N		0.00
		10/12/2010		N		12.58

PD CK# 70840 10/13/2010

EXP CHECK RUN DATES 10/27/2010 - 10/28/2010  
 BOTH JOURNALIZED AND UNJOURNALIZED OPEN AND PAID  
 BANK CODE: GEN

Vendor Code	Vendor name	A/P	Post Date	Invoice	Bank	Invoice Description	Gross Amount
Ref #	Address	CK Run Date	Disc. Date	PO	Hold		Discount
	City/State/Zip		Due Date	Disc. %	Sep CK		Net Amount
					1099		

GL NUMBER	DESCRIPTION	AMOUNT	AMT RELIEVED
248-728-920.001	UTILITIES - GAS	12.58	0.00
VENDOR TOTAL:			12.58

DET EDISON	DTE ENERGY	09/30/2010	2481296-10-10	GEN	1151 PINCKNEY RD	
42529	P O BOX 740786	10/28/2010		N		48.33
	CINCINNATI OH, 45274-0786	/ /	0.0000	N		0.00
		10/12/2010		N		48.33

PD CK# 70842 10/13/2010

GL NUMBER	DESCRIPTION	AMOUNT	AMT RELIEVED
248-728-920.011	UTILITIES - ELEC D-19	48.33	0.00

DET EDISON	DTE ENERGY	09/01/2010	3788987-10/10	GEN	PANEL FOR MELON FEST	
42212	P O BOX 740786	10/27/2010		N		8.81
	CINCINNATI OH, 45274-0786	/ /	0.0000	N		0.00
		09/30/2010		N		8.81

PD CK# 70728 09/29/2010

GL NUMBER	DESCRIPTION	AMOUNT	AMT RELIEVED
248-729-967.012	PROJECT COSTS - ORGANIZATION	8.81	0.00

DET EDISON	DTE ENERGY	09/01/2010	9776018-10/10	GEN	PANEL FOR MELON FEST	
42213	P O BOX 740786	10/27/2010		N		8.81
	CINCINNATI OH, 45274-0786	/ /	0.0000	N		0.00
		09/30/2010		N		8.81

PD CK# 70728 09/29/2010

GL NUMBER	DESCRIPTION	AMOUNT	AMT RELIEVED
248-729-967.012	PROJECT COSTS - ORGANIZATION	8.81	0.00

VENDOR TOTAL: 65.95

DTE ENERGY	DTE ENERGY	09/30/2010	9774538-10-10	GEN	122 N STATE ST - DDA	
42548	P.O. BOX 740786	10/28/2010		N		61.31
	CINCINNATI OH, 45274	/ /	0.0000	N		0.00
		10/12/2010		N		61.31

PD CK# 70845 10/13/2010

GL NUMBER	DESCRIPTION	AMOUNT	AMT RELIEVED
248-728-920.000	UTILITIES - ELECTRICITY	61.31	0.00

VENDOR TOTAL: 61.31

GRUNDYS AC	GRUNDY'S ACE HARDWARE	10/11/2010	66249	GEN	BUG SPRAY	
------------	-----------------------	------------	-------	-----	-----------	--

EXP CHECK RUN DATES 10/27/2010 - 10/28/2010  
 BOTH JOURNALIZED AND UNJOURNALIZED OPEN AND PAID  
 BANK CODE: GEN

Vendor Code Ref #	Vendor name Address City/State/Zip	CK Run Date	A/P Post Date Disc. Date Due Date	Invoice PO Disc. %	Bank Hold Sep CK 1099	Invoice Description	Gross Amount Discount Net Amount
42697	1250 E GRAND RIVER HOWELL MI, 48843		10/28/2010 / / 10/28/2010	0.0000	N N N		9.98 0.00 9.98

Open

GL NUMBER	DESCRIPTION	AMOUNT	AMT RELIEVED
248-729-967.012	PROJECT COSTS - ORGANIZATION	9.98	0.00

GRUNDYS AC 42699	GRUNDY'S ACE HARDWARE 1250 E GRAND RIVER HOWELL MI, 48843	10/04/2010 10/28/2010 / / 10/28/2010	66819 0.0000	GEN N N N	TWINE FOR CORNSTALKS	4.02 0.00 4.02
---------------------	---	---	-----------------	--------------------	----------------------	----------------------

Open

GL NUMBER	DESCRIPTION	AMOUNT	AMT RELIEVED
248-728-881.001	BEAUTIFICATION SUPPLIES	4.02	0.00

GRUNDYS AC 42656	GRUNDY'S ACE HARDWARE 1250 E GRAND RIVER HOWELL MI, 48843	10/06/2010 10/28/2010 / / 10/28/2010	68213 0.0000	GEN N N N	TWINE	2.69 0.00 2.69
---------------------	---	---	-----------------	--------------------	-------	----------------------

Open

GL NUMBER	DESCRIPTION	AMOUNT	AMT RELIEVED
248-728-881.001	BEAUTIFICATION SUPPLIES	2.69	0.00

VENDOR TOTAL: 16.69

HOW CHAMBE 42553	HOWELL AREA CHAMBER OF COMMERCE 123 E WASHINGTON ST HOWELL MI, 48843	09/30/2010 10/28/2010 / / 10/28/2010	38661 0.0000	GEN N N N	FARMERS MARKET - 3 SEASONAL VENDOR	75.00 0.00 75.00
---------------------	--	---	-----------------	--------------------	------------------------------------	------------------------

Open

GL NUMBER	DESCRIPTION	AMOUNT	AMT RELIEVED
248-729-967.012	PROJECT COSTS - ORGANIZATION	75.00	0.00

HOW CHAMBE 42552	HOWELL AREA CHAMBER OF COMMERCE 123 E WASHINGTON ST HOWELL MI, 48843	10/01/2010 10/28/2010 / / 10/28/2010	38708 0.0000	GEN N N N	MEMBERSHIP FEES - 2010-2011	225.00 0.00 225.00
---------------------	--	---	-----------------	--------------------	-----------------------------	--------------------------

Open

GL NUMBER	DESCRIPTION	AMOUNT	AMT RELIEVED
248-728-840.000	DUES & MEMBERSHIPS	225.00	0.00

VENDOR TOTAL: 300.00

EXP CHECK RUN DATES 10/27/2010 - 10/28/2010  
 BOTH JOURNALIZED AND UNJOURNALIZED OPEN AND PAID  
 BANK CODE: GEN

Vendor Code	Vendor name	A/P	Post Date	Invoice	Bank	Invoice Description	Gross Amount
Ref #	Address	CK Run Date	Disc. Date	PO	Hold		Discount
	City/State/Zip		Due Date	Disc. %	Sep CK		Net Amount
					1099		

MISC	HOWELL AREA HISTORICAL SOCIETY		10/06/2010	1006	GEN	ONLINE TROLLEY TOUR SALES	
42608	P.O. BOX 154		10/28/2010		N		187.46
	HOWELL MI, 48844		/ /	0.0000	Y		0.00
			10/28/2010		N		187.46

Open

GL NUMBER	DESCRIPTION	AMOUNT	AMT RELIEVED
248-729-967.012	PROJECT COSTS - ORGANIZATION	187.46	0.00

VENDOR TOTAL: 187.46

HOW CONFER	HOWELL CONFERENCE & NATURE CENTER	09/08/2010	09092010	GEN	BUS FOR MELON FEST	
42123	1005 TRIANGLE LAKE	10/28/2010		N		250.00
	HOWELL MI, 48843	/ /	0.0000	N		0.00
		10/28/2010		N		250.00

Open

GL NUMBER	DESCRIPTION	AMOUNT	AMT RELIEVED
248-729-967.012	PROJECT COSTS - ORGANIZATION	250.00	0.00

HOW CONFER	HOWELL CONFERENCE & NATURE CENTER	09/24/2010	09242010-BAL	GEN	BALANCE DUE FOR BUS 2010 LEGEND	
42305	1005 TRIANGLE LAKE	10/28/2010		N		75.00
	HOWELL MI, 48843	/ /	0.0000	N		0.00
		10/12/2010		N		75.00

PD CK# 70848 10/13/2010

GL NUMBER	DESCRIPTION	AMOUNT	AMT RELIEVED
248-729-675.029	LEGEND FUNDRAISING/SPONSORSHIP	75.00	0.00

HOW CONFER	HOWELL CONFERENCE & NATURE CENTER	09/24/2010	LEGEND 2010	GEN	TRANSPORTATION	
42304	1005 TRIANGLE LAKE	10/28/2010		N		25.00
	HOWELL MI, 48843	/ /	0.0000	Y		0.00
		10/12/2010		N		25.00

PD CK# 70849 10/13/2010

GL NUMBER	DESCRIPTION	AMOUNT	AMT RELIEVED
248-729-675.029	LEGEND FUNDRAISING/SPONSORSHIP	25.00	0.00

VENDOR TOTAL: 350.00

HOW PARKS	HOWELL PARKS AND RECREATION AUTHORI	10/15/2010	10152010	GEN	HRC CONTRIBUTION	
42633	925 W GRAND RIVER	10/28/2010		N		500.00
	HOWELL MI, 48843	/ /	0.0000	N		0.00
		10/28/2010		N		500.00

Open

GL NUMBER	DESCRIPTION	AMOUNT	AMT RELIEVED
-----------	-------------	--------	--------------

EXP CHECK RUN DATES 10/27/2010 - 10/28/2010  
 BOTH JOURNALIZED AND UNJOURNALIZED OPEN AND PAID  
 BANK CODE: GEN

Vendor Code Ref #	Vendor name Address City/State/Zip	CK Run Date	A/P Post Date Disc. Date Due Date	Invoice PO Disc. %	Bank Hold Sep CK 1099	Invoice Description	Gross Amount Discount Net Amount
248-729-675.031	MELON FEST FUNDRAISING					500.00 0.00	
VENDOR TOTAL:							500.00
HOW ROTARY 42405	HOWELL ROTARY P.O. BOX 2456 HOWELL MI, 48844		09/01/2010 10/28/2010 / / 10/12/2010	MELON FEST 0.0000	GEN N N N	MELON ICE CREAM FOR MELON BALL	68.00 0.00 68.00
PD CK# 70850 10/13/2010							
GL NUMBER 248-729-967.012	DESCRIPTION PROJECT COSTS - ORGANIZATION					AMOUNT 68.00	AMT RELIEVED 0.00
VENDOR TOTAL:							68.00
HOW VILLAG 42251	HOWELL VILLAGE MARKET 505 E GRAND RIVER HOWELL MI, 48843		09/28/2010 10/27/2010 / / 09/30/2010	MELON TENT 0.0000	GEN N N N	MICRO BREWS	767.00 0.00 767.00
PD CK# 70739 10/01/2010							
GL NUMBER 248-729-967.012	DESCRIPTION PROJECT COSTS - ORGANIZATION					AMOUNT 767.00	AMT RELIEVED 0.00
VENDOR TOTAL:							767.00
J J JINKLE 42610	J J JINKLEHEIMER & CO P O BOX 446 HOWELL MI, 48844		10/05/2010 10/28/2010 / / 10/28/2010	25099 0.0000	GEN N N N	LEGEND VOLUNTEERS SWEATSHIRTS	930.00 0.00 930.00
Open							
GL NUMBER 248-729-967.016	DESCRIPTION PROJECT COSTS - PROMOTIONS					AMOUNT 930.00	AMT RELIEVED 0.00
VENDOR TOTAL:							930.00
JENKINS, I 42662	JENKINS, INGRID P.O. BOX 1122 HOWELL MI, 48844		10/13/2010 10/28/2010 / / 10/28/2010	OCT 2010 0.0000	GEN N Y Y	CLEANING SERVICES OCT 2010	160.00 0.00 160.00
Open							
GL NUMBER 248-728-804.001	DESCRIPTION JANITORIALS SERVICES					AMOUNT 160.00	AMT RELIEVED 0.00
VENDOR TOTAL:							160.00

EXP CHECK RUN DATES 10/27/2010 - 10/28/2010  
 BOTH JOURNALIZED AND UNJOURNALIZED OPEN AND PAID  
 BANK CODE: GEN

Vendor Code Ref #	Vendor name Address City/State/Zip	CK Run Date	A/P Post Date Disc. Date Due Date	Invoice PO Disc. %	Bank Hold Sep CK 1099	Invoice Description	Gross Amount Discount Net Amount
----------------------	--	-------------	--	--------------------------	--------------------------------	---------------------	--

KEY EQUIPM 42430	KEY EQUIPMENT FINANCE P.O. BOX 74713 CLEVELAND OH, 44194-0796		10/07/2010 10/28/2010 10/28/2010 10/28/2010	10/07/2010 0.0000	GEN N N N	COPIER LEASE- OCT 2010	0.00 0.00 183.18
---------------------	---	--	--	----------------------	--------------------	------------------------	------------------------

Open

GL NUMBER	DESCRIPTION	AMOUNT	AMT RELIEVED
248-728-740.019	OPER SUPP/SMALL EQUIPMENT	183.18	0.00

VENDOR TOTAL: 183.18

LASHBROOKS 42263	LASHBROOK SEPTIC SERVICE 4895 CURDY RD HOWELL MI, 48855		09/30/2010 10/27/2010 / / 09/30/2010	15694 0.0000	GEN N Y N	2010 LEGENDS	280.00 0.00 280.00
---------------------	---	--	---	-----------------	--------------------	--------------	--------------------------

PD CK# 70740 10/01/2010

GL NUMBER	DESCRIPTION	AMOUNT	AMT RELIEVED
248-729-967.016	PROJECT COSTS - PROMOTIONS	280.00	0.00

VENDOR TOTAL: 280.00

LASHBROOKS 42264	LASHBROOK SEPTIC SERVICE 4895 CURDY RD HOWELL MI, 48855		09/30/2010 10/27/2010 / / 09/30/2010	13840 0.0000	GEN N Y N	2009 LEGEND	150.00 0.00 150.00
---------------------	---	--	---	-----------------	--------------------	-------------	--------------------------

PD CK# 70741 10/01/2010

GL NUMBER	DESCRIPTION	AMOUNT	AMT RELIEVED
248-729-967.016	PROJECT COSTS - PROMOTIONS	150.00	0.00

VENDOR TOTAL: 150.00

LIV BUSIN 42668	LIVINGSTON BUSINESS FORMS P.O. BOX 1137 HOWELL MI, 48844		10/08/2010 10/28/2010 / / 10/28/2010	29525 0.0000	GEN N N N	LEGEND FLYERS	464.00 0.00 464.00
--------------------	--	--	---	-----------------	--------------------	---------------	--------------------------

Open

GL NUMBER	DESCRIPTION	AMOUNT	AMT RELIEVED
248-729-967.012	PROJECT COSTS - ORGANIZATION	464.00	0.00

LIV BUSIN 42667	LIVINGSTON BUSINESS FORMS P.O. BOX 1137 HOWELL MI, 48844		10/08/2010 10/28/2010 / / 10/28/2010	29526 0.0000	GEN N N N	LEGEND POSTERS	170.00 0.00 170.00
--------------------	--	--	---	-----------------	--------------------	----------------	--------------------------

Open

EXP CHECK RUN DATES 10/27/2010 - 10/28/2010  
 BOTH JOURNALIZED AND UNJOURNALIZED OPEN AND PAID  
 BANK CODE: GEN

Vendor Code	Vendor name	A/P	Post Date	Invoice	Bank	Invoice Description	Gross Amount
Ref #	Address	CK Run Date	Disc. Date	PO	Hold		Discount
	City/State/Zip		Due Date	Disc. %	Sep CK		Net Amount
					1099		

GL NUMBER	DESCRIPTION	AMOUNT	AMT RELIEVED
248-729-967.016	PROJECT COSTS - PROMOTIONS	170.00	0.00

VENDOR TOTAL: 634.00

MISC	LIVINGSTON COUNTY BLDG SVCS DEPT	09/16/2010	09162010	GEN	GROUPS PERMIT FOR LEGEND OF SLEEPY	25.00
42127	420 S HIGHLANDER WAY	10/28/2010		N		25.00
	HOWELL MI, 48843	/ /	0.0000	Y		0.00
		09/23/2010		N		25.00

PD CK# 70632 09/23/2010

GL NUMBER	DESCRIPTION	AMOUNT	AMT RELIEVED
248-729-967.016	PROJECT COSTS - PROMOTIONS	25.00	0.00

VENDOR TOTAL: 25.00

GANNETT	LIVINGSTON COUNTY DAILY PRESS & ARG	10/16/2010	10312010	GEN	SUBSCRIPTION DDA	10.33
42607	SUBSCRIPTION PAYMENT	10/28/2010		N		10.33
	P.O. BOX 742530	/ /	0.0000	N		0.00
	CINCINNATI OH, 45274-2530	10/28/2010		N		10.33

Open

GL NUMBER	DESCRIPTION	AMOUNT	AMT RELIEVED
248-728-840.000	DUES & MEMBERSHIPS	10.33	0.00

VENDOR TOTAL: 10.33

MDFA	MDA	10/01/2010	423	GEN	2010-2011 MEMBERSHIP DUES	400.00
42614	P.O BOX 172	10/28/2010		N		400.00
	VASSAR MI, 48768	/ /	0.0000	Y		0.00
		10/28/2010		N		400.00

Open

GL NUMBER	DESCRIPTION	AMOUNT	AMT RELIEVED
248-728-840.000	DUES & MEMBERSHIPS	400.00	0.00

VENDOR TOTAL: 400.00

MISC	MIDDLETOWN MARKET	09/28/2010	092810MID	GEN	FOOD FOR MELON TENT	200.00
42252	5580 E GRAND RIVER	10/27/2010		N		200.00
	HOWELL MI, 48843	/ /	0.0000	Y		0.00
		09/30/2010		N		200.00

PD CK# 70742 10/01/2010

GL NUMBER	DESCRIPTION	AMOUNT	AMT RELIEVED
-----------	-------------	--------	--------------

EXP CHECK RUN DATES 10/27/2010 - 10/28/2010  
 BOTH JOURNALIZED AND UNJOURNALIZED OPEN AND PAID  
 BANK CODE: GEN

Vendor Code Ref #	Vendor name Address City/State/Zip	CK Run Date	A/P Post Date Disc. Date Due Date	Invoice PO Disc. %	Bank Hold Sep CK 1099	Invoice Description	Gross Amount Discount Net Amount
248-729-967.012	PROJECT COSTS - ORGANIZATION					200.00 0.00	
VENDOR TOTAL:							200.00
MISC 42315	MULARONI, TRACI 1784 MIST WOOD HOWELL MI, 48843		09/23/2010 10/28/2010 / / 10/12/2010	092310 0.0000	GEN N Y N	MILEAGE FOR MMS CONFERENCE BAY CITY	152.00 0.00 152.00
PD CK# 70851 10/13/2010							
GL NUMBER 248-729-860.000	DESCRIPTION CONFERENCE /TRANSPORTATION					AMOUNT 152.00	AMT RELIEVED 0.00
MISC 42616	MULARONI, TRACI 1784 MIST WOOD HOWELL MI, 48843		10/11/2010 10/28/2010 / / 10/28/2010	10-11-2010 0.0000	GEN N Y N	MILEAGE REIMBURSEMENT	62.00 0.00 62.00
Open							
GL NUMBER 248-729-860.000	DESCRIPTION CONFERENCE /TRANSPORTATION					AMOUNT 62.00	AMT RELIEVED 0.00
VENDOR TOTAL:							214.00
MISC 42437	PATTERSON, BLYTHE 1258 FENDT DR HOWELL MI, 48843		09/01/2010 10/28/2010 / / 10/12/2010	10-2010MELON 0.0000	GEN N Y N	REIMBURSE EXPENSES FOR MELON TENT	529.79 0.00 529.79
PD CK# 70852 10/13/2010							
GL NUMBER 248-729-967.012	DESCRIPTION PROJECT COSTS - ORGANIZATION					AMOUNT 529.79	AMT RELIEVED 0.00
VENDOR TOTAL:							529.79
R.GARI SIG 42144	R.GARI SIGN & DISPLAY, INC 5962 AUBODON TRAIL HOWELL MI, 48843		09/20/2010 10/28/2010 / / 09/23/2010	092010 0.0000	GEN N N N	HARDWARE AND LABOR FOR PUBLIC ART P	2,167.56 0.00 2,167.56
PD CK# 70636 09/23/2010							
GL NUMBER 248-729-967.010	DESCRIPTION PROJECT COSTS - DESIGN					AMOUNT 2,167.56	AMT RELIEVED 0.00
VENDOR TOTAL:							2,167.56
MISC	RAZZMATAZZ TOYS		10/19/2010	1019	GEN	REFUND LEGEND SPONSORSHIP	

EXP CHECK RUN DATES 10/27/2010 - 10/28/2010  
 BOTH JOURNALIZED AND UNJOURNALIZED OPEN AND PAID  
 BANK CODE: GEN

Vendor Code Ref #	Vendor name Address City/State/Zip	CK Run Date	A/P Post Date Disc. Date Due Date	Invoice PO Disc. %	Bank Hold Sep CK 1099	Invoice Description	Gross Amount Discount Net Amount
42695	109 W GRAND RIVER HOWELL MI, 48843		10/28/2010 / / 10/28/2010	0.0000	N Y N		40.00 0.00 40.00

Open

GL NUMBER	DESCRIPTION	AMOUNT	AMT RELIEVED
248-729-967.016	PROJECT COSTS - PROMOTIONS	40.00	0.00
VENDOR TOTAL:			40.00

MISC 42253	ROCKY RIDGE FARM 3025 JEWELL RD HOWELL MI, 48843	09/28/2010 10/27/2010 / / 09/30/2010	0928-10 0.0000	GEN N Y N	MELONS FOR FESTIVAL TENT	60.00 0.00 60.00
---------------	--	---	-------------------	--------------------	--------------------------	------------------------

PD CK# 70745 10/01/2010

GL NUMBER	DESCRIPTION	AMOUNT	AMT RELIEVED
248-729-967.012	PROJECT COSTS - ORGANIZATION	60.00	0.00
VENDOR TOTAL:			60.00

MISC 42665	RUTZEL, MANDY 3311 COUNTY FARM RD HOWELL MI, 48843	10/06/2010 10/28/2010 / / 10/28/2010	10062010 0.0000	GEN N Y N	CORN STALKS	425.00 0.00 425.00
---------------	--	---	--------------------	--------------------	-------------	--------------------------

Open

GL NUMBER	DESCRIPTION	AMOUNT	AMT RELIEVED
248-728-881.001	BEAUTIFICATION SUPPLIES	425.00	0.00
VENDOR TOTAL:			425.00

STATE STRE 42431	STATE STREET PROPERTIES 118 STATE STREET HOWELL MI, 48843	10/07/2010 10/28/2010 10/28/2010 10/28/2010	10/07/2010 0.0000	GEN N N N	RENT FOR OCT 2010	0.00 0.00 1,236.00
---------------------	---	--	----------------------	--------------------	-------------------	--------------------------

Open

GL NUMBER	DESCRIPTION	AMOUNT	AMT RELIEVED
248-728-942.000	BUILDING LEASE	1,236.00	0.00
VENDOR TOTAL:			1,236.00

PEPSI 42438	THE PEPSI BOTTLING GROUP LOCKBOX #75948 CHICAGO IL, 60675-5948	09/30/2010 10/28/2010 / /	MELON 2010 0.0000	GEN N Y	PEPSI PRODUCTS FOR FOOD VENDORS- ME	1,168.00 0.00
----------------	--	---------------------------------	----------------------	---------------	-------------------------------------	------------------

EXP CHECK RUN DATES 10/27/2010 - 10/28/2010  
 BOTH JOURNALIZED AND UNJOURNALIZED OPEN AND PAID  
 BANK CODE: GEN

Vendor Code Ref #	Vendor name Address City/State/Zip	CK Run Date	A/P Post Date Disc. Date Due Date	Invoice PO Disc. %	Bank Hold Sep CK 1099	Invoice Description	Gross Amount Discount Net Amount
----------------------	--	-------------	--	--------------------------	--------------------------------	---------------------	--

			10/12/2010		N		1,168.00
--	--	--	------------	--	---	--	----------

PD CK# 70855 10/13/2010

GL NUMBER	DESCRIPTION	AMOUNT	AMT RELIEVED
248-729-967.012	PROJECT COSTS - ORGANIZATION	1,168.00	0.00

VENDOR TOTAL: 1,168.00

Vendor Code Ref #	Vendor name Address City/State/Zip	CK Run Date	A/P Post Date Disc. Date Due Date	Invoice PO Disc. %	Bank Hold Sep CK 1099	Invoice Description	Gross Amount Discount Net Amount
TOUCH 42686	TOUCH INTEGRATED COMMUNICATIONS LLC 321 N COURT ST HOWELL MI, 48843		10/15/2010 10/28/2010 / / 10/28/2010	DDA-09-10 0.0000	GEN N N N	LEGEND CREATIVE AD/ HOME PAGE REWRI	975.00 0.00 975.00

Open

GL NUMBER	DESCRIPTION	AMOUNT	AMT RELIEVED
248-729-967.016	PROJECT COSTS - PROMOTIONS	450.00	0.00
248-729-967.016	PROJECT COSTS - PROMOTIONS	525.00	0.00
		975.00	0.00

VENDOR TOTAL: 975.00

Vendor Code Ref #	Vendor name Address City/State/Zip	CK Run Date	A/P Post Date Disc. Date Due Date	Invoice PO Disc. %	Bank Hold Sep CK 1099	Invoice Description	Gross Amount Discount Net Amount
VAN GLIDER 42333	VAN GILDER, LINDA 5140 EMMONS RD FOWLERVILLE MI, 48836		09/30/2010 10/28/2010 / / 10/12/2010	LEGEND2010 0.0000	GEN N N N	RENTAL OF STRAW BALES FOR LEGEND	1,080.00 0.00 1,080.00

PD CK# 70856 10/13/2010

GL NUMBER	DESCRIPTION	AMOUNT	AMT RELIEVED
248-729-967.016	PROJECT COSTS - PROMOTIONS	1,080.00	0.00

VENDOR TOTAL: 1,080.00

Vendor Code Ref #	Vendor name Address City/State/Zip	CK Run Date	A/P Post Date Disc. Date Due Date	Invoice PO Disc. %	Bank Hold Sep CK 1099	Invoice Description	Gross Amount Discount Net Amount
WHMI 93.5 42439	WHMI 93.5 P.O. BOX 935 1277 PARKWAY DR HOWELL MI, 48844		09/30/2010 10/28/2010 / / 10/12/2010	31476 0.0000	GEN N N N	MELON FEST RADIO ADS	1,250.00 0.00 1,250.00

PD CK# 70857 10/13/2010

GL NUMBER	DESCRIPTION	AMOUNT	AMT RELIEVED
248-729-967.012	PROJECT COSTS - ORGANIZATION	1,250.00	0.00

VENDOR TOTAL: 1,250.00

TOTAL - ALL VENDORS: 20,203.74

CITY OF HOWELL  
MEMORANDUM

**TO:** HOWELL MAIN STREET/DDA BOARD OF DIRECTORS  
**FROM:** NATHAN VOGHT, DDA/MAIN STREET DIRECTOR  
**DATE:** OCTOBER 22, 2010  
**RE:** HOLIDAY IN THE PARK SPONSORSHIP

The Howell Area Parks & Recreation Authority will organize the 4<sup>th</sup> Annual “Holiday in the Park” through the month of December. The DDA has been a sponsor of this event for the last 2 years. This partner organization sponsorship is allocated in the Promotions Committee budget for FY 2010-2011 in an amount of \$500, which is a “Silver” sponsor. The total current FY budget allocation for this type of sponsorship is \$5,000, none of which has been expended.

See the sponsorship letter from Ms. Mikula for Silver Sponsor benefits. The benefits include a tree provided for decorating and display in the park with our name on it.

In addition, by supporting this event, the Recreation Authority allows us to print our holiday festivities on the reverse side of their flyer, as well as place signage at the exit to the park with our holiday branding. The Recreation Authority also offers Downtown merchants the ability to provide coupons, sales promotions, or other advertising in bags given out to entering vehicles. Almost 5,000 cars drove through the park last year to see the holiday light display. Staff recommends approval of this sponsorship.



925 W. Grand River Ave.  
Howell, Michigan 48843  
517.546.0693  
517.546.6018 Fax  
www.howellrecreation.org

*"Communities coming together to enrich lives by promoting active and healthy lifestyles"*

October 4, 2010

Howell Downtown Development Authority  
Nathan Voght, Director  
Stephanie Schlittler, Chairman  
122 State Street  
Howell, MI 48843

Dear Nathan & Stephanie,

Thank you for taking the time to talk with me recently about helping to sponsor our 4th Annual "Holiday in the Park" here in Howell. This spectacular signature event will create magical memories for those who live in our community as we explore and experience the out-of-doors and our beautiful city park throughout the entire month of December.

Your sponsorship last year was very much appreciated and we hope that you'll again be able to commit \$500 to this worthy community celebration. Our joint marketing of holiday activities was a part of your sponsorship and we would like to again promote this as an opportunity for those visiting Holiday in the Park to head downtown for additional shopping and dining experiences.

The entire event creates an enchanting setting reminiscent of a Currier & Ives painting, the half mile rustic drive through Howell City Park will be lined with hundreds of trees decorated for the season by local families, businesses, church groups, scouting groups, clubs, and service organizations. To help keep our costs reasonable for families and groups to enjoy the park in all its glory we are seeking sponsors. Last year, "Holiday in the Park" exceeded all of our expectations when we documented close to 5000 cars touring the park throughout December.

Opening festivities will take place on Friday, December 3 from 6-8 p.m. when the park will be lit up, Santa Claus will be on hand for photo's with the kids, horse-drawn carriage rides will be available, choirs will be singing, and lots of hot chocolate will be served.

Your sponsorship will enable the Howell Area Parks & Recreation Authority to further its mission of championing and enriching the lives of residents through active and healthy lifestyles. We hope we can count on you to be among the sponsors of the "Holiday in the Park." Our commitment to you ensures that you will receive the attention, recognition, and publicity that you deserve for your sponsorship dollars. Enclosed is a brief overview of the sponsorship benefits and a sponsorship form that we will need returned by October 29, 2010. Along with the Howell DDA, the Livingston Daily Press & Argus, DTE Energy, ITC Holdings, and the City of Howell were sponsors this past year and have again been invited to participate. Please let me know if you need any further information on "Holiday in the Park." I can be reached at 517/546-0693 x7702 or by e-mail at dmikula@howellrecreation.org

Sincerely,

A handwritten signature in blue ink that reads "Debbie".

Deborah E. Mikula  
Director





# *Holiday in the Park*

## Sponsorship Opportunities

### **NAMING Sponsor - \$5,000** (exclusive to only one major sponsor)

- Your organizational name will be added to the title of "Holiday in the Park"
- Logo prominently displayed on 250 posters, 20,000 flyers, website and other publicity materials distributed throughout Livingston County in high traffic areas\*
- Link to your website from our website
- Verbal acknowledgement at opening festivities
- Opportunity for one representative to arrive with Santa Claus at Opening Festivities in Horse Drawn Carriage.
- Opportunity to promote business through give-aways
- Full page ad in Spring/Summer Program Guide
- Name and Logo in Parks & Recreation E-Newsletter
- Large Banner at entrance to Howell City Park to be displayed at the event promoting sponsorship.
- 25 Complimentary Entry Tickets
- Tree for decorating
- Extensive media campaign including radio, print ads and news releases
- Right of First refusal for sponsorship of the 2009 Holiday in the Park
- Other opportunities to be jointly decided

### **OPENING CEREMONIES Sponsor - \$2,500** (exclusive to only one sponsor)

- Logo displayed on 250 posters, 20,000 flyers, website and other publicity materials distributed throughout Livingston County in high traffic areas\*
- Link to your website from our website
- Verbal acknowledgement at opening festivities
- Opportunity for one representative to arrive with Santa Claus at Opening Festivities in Horse Drawn Carriage.
- Opportunity to promote business through give-aways
- 1/2 page ad in Spring/Summer Program Guide
- Name and Logo in Parks & Recreation E-Newsletter
- 12 Complimentary Entry Tickets
- Signage at event
- Tree for decorating
- Extensive media campaign including radio, print and news releases
- Right of First refusal for sponsorship of the 2009 Holiday in the Park

### **GOLD Sponsor \$1,000** (unlimited opportunities available)

- Logo displayed on 250 posters, 20,000 flyers, website and other publicity materials distributed throughout Livingston County in high traffic areas\*
- Link to your website from our website
- Verbal acknowledgement at opening festivities
- Opportunity to promote business through give-aways
- 1/4 page ad in Spring/Summer Program Guide
- Name and Logo in Parks & Recreation E-Newsletter
- 7 Complimentary Entry Tickets
- Signage at event
- Tree for decorating
- Extensive media campaign including radio, print and news releases

### **SILVER & BRONZE Sponsors - \$500 & \$250 respectively** (unlimited opportunities available)

- Name displayed on 250 posters, 20,000 flyers, website and other publicity materials distributed throughout Livingston County in high traffic areas\*
- Verbal acknowledgement at opening festivities
- Opportunity to promote business through give-aways
- Name in Parks & Recreation E-Newsletter
- 3 Complimentary Entry Tickets
- Signage at event
- Tree for decorating
- Extensive media campaign including radio, print and news releases

We also accept **in-kind donations** of products and volunteer service, please call us if you would like to donate something. Call Deborah E. Mikula at 517/546-0693 ext. 7702.

\*Subject to receipt of sponsor commitment by print production deadlines



# *Holiday in the Park*

## **Sponsorship Form**

Yes, I would like to sponsor the "Holiday in the Park" at the level indicated below:

Naming Sponsor - \$5,000

Opening Ceremonies Sponsor - \$2,500

Gold Sponsor - \$1,000

Silver Sponsor - \$500

Bronze Sponsor - \$250

In-Kind Sponsorship of \_\_\_\_\_

NOTE: We will be processing requests on a first-come, first-serve basis. The quicker we receive your reply, the more likely that you will be able to sponsor the opportunity of your choice.

Name \_\_\_\_\_

Title \_\_\_\_\_

Organization \_\_\_\_\_

Address \_\_\_\_\_

City/State/Zip \_\_\_\_\_

Work Phone (\_\_\_\_) \_\_\_\_\_ Cell Phone (\_\_\_\_) \_\_\_\_\_

E-mail Address \_\_\_\_\_

*For questions, please call Debbie Mikula – 517/546-0693 X7702*

*Please indicate form of payment:*

Check (payable to Howell Recreation)

Visa

Mastercard

American Express

Please invoice me

Card # \_\_\_\_\_ Expiration Date \_\_\_\_\_

Name of Cardholder \_\_\_\_\_

Signature of Cardholder \_\_\_\_\_

*Please keep a photocopy of this form as your receipt.*

Please return this form with payment to the Howell Area Parks & Recreation Authority by October 29, 2010.

**FAX: 517/546-6018**

Or you can mail your form and payment information to:

**Howell Area Parks & Recreation Authority, 925 W. Grand River Ave., Howell, MI 48843**

CITY OF HOWELL  
MEMORANDUM

**TO:** HOWELL MAIN STREET/DDA BOARD OF DIRECTORS  
**FROM:** NATHAN VOGHT, MAIN STREET/DDA DIRECTOR  
**DATE:** OCTOBER 18, 2010  
**RE:** FAÇADE GRANT REIMBURSEMENT – 202 S. MICHIGAN AVE.

Pursuant to the Façade Grant Program, the applicant for 202 S. Michigan is requesting payment of the façade grant reimbursement for completion of all work under the approved grant application. The DDA Board approved the Façade Grant application on January 14, 2010, in the amount of \$22,400.

The building is a one-story building located at the southwest corner of W. Sibley and S. Michigan Ave. The parapet collapsed in May 2008, and the face brick was removed in 2009. Significant restoration of the façade was required. The scope of the work included:

- Restoration of the front (east) façade including new face brick, relocation of recessed entrance to middle of storefront with two entrance doors, re-using original marble bulkheads reconfigured for center entrance location. New storefront aluminum window system painted black. Existing limestone bases of masonry piers re-painted in a limestone color identified as SW 7043 Wordly Gray.
- Restoration of a second front (north) façade along W. Sibley, including wrapping new face brick from S. Michigan front façade around to this elevation and new aluminum window system with lower pane and upper transom pane to match proportions of S. Michigan elevation. Four new double hung, aluminum clad windows, with craftsman style divided light upper sash. Two existing sills from original windows will be re-used, while two new limestone sills will be installed. Restored original door opening with full light window with matching black aluminum trim. This opening was originally approved as a functioning door, however, the door was 14 inches above grade, which does not meet building code. Once an interior tenant is known, the door may or may not be restored. Either way, the resulting improvement was acceptable and approved by Design Committee. Masonry restoration of upper third of elevation. Reset and reflash existing stone coping/cap along parapet. Finally, this elevation will be re-painted, color identified as SW 6032 Dutch Cocoa.
- On rear (west) elevation, new aluminum clad wood window to replace existing steel sash, to match windows on W. Sibley elevation. Brick to be re-painted matching SW 6031 Dutch Cocoa.
- Existing door on south elevation to be re-trimmed, and door and trim to be painted. Brick on this elevation to be painted matching SW 6032 Dutch Cocoa.

Table 1 shows the approved grant breakdown by façade with estimated construction costs.

**Table 1  
Grant Breakdown**

<b>Building face</b>	<b>Construction Costs</b>	<b>Eligible Grant</b>
East Façade (S. Michigan)	\$55,750	\$10,000
North Façade (W. Sibley)	\$20,350	\$10,000
West Façade (Rear)	\$2,100	Not eligible
South Façade (side)	\$1,800	\$ 900
Architectural Fees	\$3,000	\$1,500
<b>TOTAL</b>	<b>\$83,000</b>	<b>\$22,400</b>

The west façade is not eligible as it does not face a public alley or street, pursuant to the following language from the grant funding guidelines:

*Grants will reimburse 50% of the project costs up to the following maximums:*

<i>Front Façade*</i>	<i>\$10,000</i>
<i>Rear Façade**</i>	<i>\$5,000</i>
<i>Side Façade</i>	<i>\$2,500</i>
<i>Architectural fees</i>	<i>\$2,500</i>

*\* Buildings on corner lots have two front facades*

*\*\* Only eligible if facing a public alley or street*

The applicant has submitted all final paid invoices in the total amount of \$49,700. The architect has submitted a paid invoice statement totaling \$3,000. Based on maximum grant amounts per façade, as shown in Table 2, the approved grant reimbursement amount is \$22,400.

On June 9, 2010 Ilene Tyler from Quinn Evans Architects inspected the approved grant application and all work conducted. The owner, contractor and architect were present for the inspection. A written inspection report was not furnished due to the limited \$250 fee available. There were four items mentioned by Ms. Tyler for their consideration:

1. *Caulk areas between marble and limestone. Do not use silicone caulk, which will stain limestone. Use urethane caulk. Match grout color used at butt joints.*
2. *Clean public sidewalk of mortar stains.*
3. *Consider some finishing material under the marble panels such as painted aluminum to match storefront glazing.*
4. *Joint between facade and adjacent building was not finished per approved plans. Mortar must be removed and backer-rod and caulking must be installed per approved plans. Again, do not use silicone caulk, prefer urethane.*

All above items have been satisfactorily addressed. In addition, the City of Howell Building Official has approved all the work related to the façade in an October 12<sup>th</sup> approval letter to the contractor.

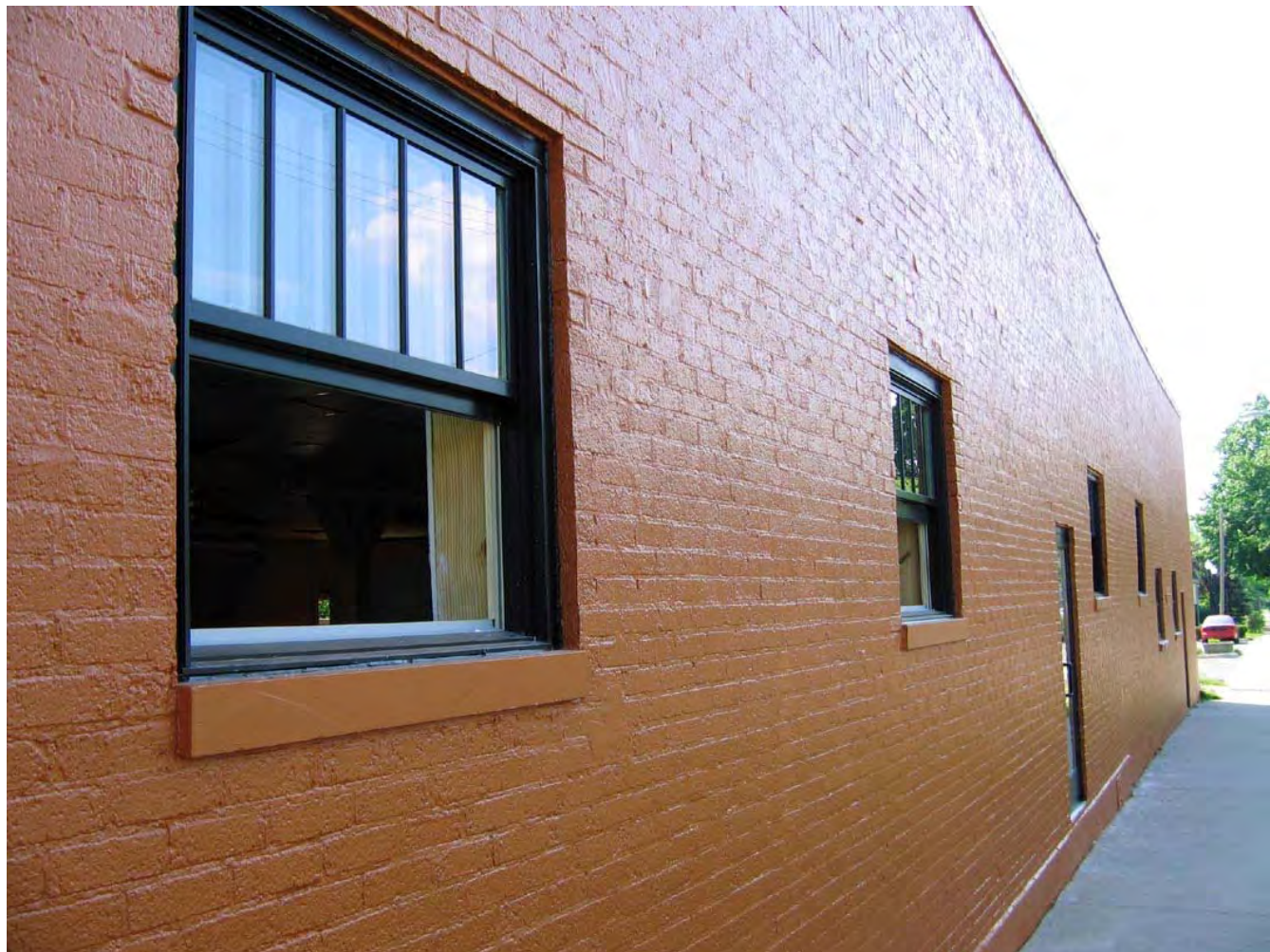
Finally, the Historic Preservation Easement was signed and recorded on August 31, 2010 by the City Clerk.

*Staff recommends that the Board approves the reimbursement of the Façade Grant for 202 S. Michigan, in the amount of \$22,400.*



HOWELL POST OFFICE, THEN A+D STORE, NOW EGNASH AUCTION. S. MICH. W. SIDE







HOWELL  
MICHIGAN

CITY OFFICES: 611 E. Grand River • Howell, MI 48843

(517) 546-3502 • (517) 546-3861

FAX: (517) 546-6030

October 12, 2010

William Richardson  
The Richland Company of Michigan  
714 E Grand River Ave.  
Howell, MI 48843

RE: 202 S Michigan PB10-024

Dear Mr. Richardson;

The final inspection for outstanding issues on the façade permit #PB10-024 was performed on October 7, 2010. The outstanding items relative to this permit have been inspected and approved. Please consider this document a letter of final approval for building permit #PB10-024

This approval however does not constitute an approval to occupy the building. There may be will be a tenant build out permit required prior to any occupancy of this building.

If you have any questions, please contact the office at 517-546-3861 on Wednesdays between 8:30 – 1pm.

Sincerely,

Jim Rowell  
Building Official

Attachment

cc: Kevin Jappaya, Ethan Properties



August 23, 2010

Mr. Nathan Voght, AICP  
City of Howell DDA/Main Street Director

Dear Mr. Voght:

We are proud to announce that we have completed the façade change of the building at 202 S. Michigan.

Enclosed:

- Paid receipt invoices from our contractor, including a full unconditional waiver
- Paid receipt invoice from our architect.
- Itemized total cost of the project, signed.
- Executed Historical Preservation Easement

Please let us know if you need any additional information to proceed with the reimbursement of the \$22,400.00 Façade Grant application that was approved at the January 28, 2010 DDA Board of Directors meeting. We appreciate your help on this matter. The building looks great, this has been a win-win for all parties involved. Feel free to call me with any questions.

Sincerely yours,

**Ethan Property, LLC**

A handwritten signature in black ink, appearing to read 'G. Jappaya', with a long horizontal flourish extending to the left.

George Jappaya

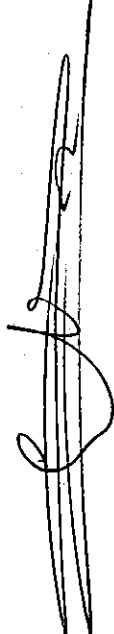
The Richland Company of Michigan  
Building Renovation - George Jappaya  
Preliminary Schedule of Values

2-8-10

	East Facade	North Facade	South Facade	West Facade
Demo	\$450.00	\$388.00	\$50.00	\$0.00
Foundation, Dampproof, Flatwork & Fill	\$1,000.00	\$0.00	\$0.00	\$0.00
Lintels	\$0.00	\$300.00	\$0.00	\$0.00
Block, Brick & Limestone	\$5,350.00	\$3,200.00	\$700.00	\$0.00
Storefront & Glazing	\$11,760.00	\$2,940.00	\$0.00	\$0.00
Windows - Jeld Wen	\$0.00	\$4,642.00	\$0.00	\$400.00
Roofing & re-work flashing	\$400.00	\$300.00	\$300.00	\$0.00
Rough framing labor	\$150.00	\$100.00	\$0.00	\$0.00
Rough framing materials	\$150.00	\$100.00	\$0.00	\$0.00
Trim labor & install window and doors	\$0.00	\$200.00	\$25.00	\$25.00
Trim materials & bead board	\$0.00	\$200.00	\$25.00	\$25.00
Insulation	\$100.00	\$0.00	\$0.00	\$0.00
Column wraps	\$670.00	\$0.00	\$0.00	\$0.00
Awnings - Not in Contract	\$0.00	\$0.00	\$0.00	\$0.00
Exterior Painting	\$0.00	\$1,200.00	\$400.00	\$400.00
Exterior Caulking	\$150.00	\$150.00	\$0.00	\$0.00
HVAC - Not in Contract	\$0.00	\$0.00	\$0.00	\$0.00
Electrical work	\$250.00	\$0.00	\$0.00	\$0.00
General Conditions	\$6,300.00	\$6,300.00	\$300.00	\$300.00
Sub-Total	\$26,730.00	\$20,020.00	\$1,800.00	\$1,150.00
<b>Total Project Cost</b>	<b>\$49,700.00</b>			

The work was completed  
per the above breakdown.  
William T. Richardson  
The Richland Company of Michigan  
B-23-10

George JAPPAYA



# FULL UNCONDITIONAL WAIVER

My/Our contract with

to provide Construction Services

for the improvement to the property described as:

George Jappaya  
202 S. Michigan Ave.  
Howell, MI 48843

has been fully paid and satisfied, all my/our construction lien rights against such property are hereby waived and released.

The Richland Co. of Michigan  
Company Name

[Signature]  
Signature of Lien Claimant

Signed on: 8-17-10  
(Date)

[Redacted] 7601  
Social Security Number/Tax I.D. Number

Address: 714 E. Grand River #4, Howell, MI  
48843

Telephone: 517-552-1364

August 19, 2010

George Jappaya

---

Architectural services through February 5, 2009.

---

Statement:

Bruce McCullen – new services: ..... \$ 0.00

---

Total new services:..... \$ 0.00

Total services to date: ..... \$ 3,000.00

---

Amount paid to date: ..... \$ 3,000.00

Amount due: ..... \$ 0.00

---

I have been paid in full for this project.

Thank you,

Bruce McCullen

CITY OF HOWELL  
MEMORANDUM

**TO:** MAYOR AND CITY COUNCIL  
**FROM:** NATHAN VOGHT, DDA/MAIN STREET DIRECTOR  
**DATE:** OCTOBER 19, 2010  
**RE:** **DTE LIGHTING POLE UPGRADE FOR PARKING LOT #1**

Please find attached a letter and standard agreement from DTE Energy for upgrading 7 of the Parking Lot #1 lights to extruded aluminum with banner arms. The five 12 ft. poles along the alley and two 10 ft. poles at the west and east ends of the lot will be upgraded. Note that the installed height of all poles will be 12.5 ft. The height of the concrete base is higher at the east and west ends of the lot to protect from vehicle damage. Also note that the five alley lights will only have banner arms extending towards the alleyway, while the other poles will have banner arms on both sides of the pole. The lowest banner arm on all poles will be 8.5 ft. off of grade. Please see the attached map indicating location of all lights to be upgraded.

As previously discussed, the original concept for the parking lot was to enhance the festive appearance and walkability of the alleyway by adding the ability to hang banners from the poles. The upgraded poles that allow for the banners by withstanding additional wind load were not included in the DTE lighting plan during the development of parking lot plan.

Banners can be displayed for a variety of purposes. For example, banners emblazoned with the Downtown Howell shopping/dining brand could be placed, or banners to advertise an upcoming event like the Melon Festival or Legend of Sleepy Howell. Holiday-themed banners could be made for November-December, or other times of the year. Also, the space could be provided to other organizations to advertise their upcoming events, like the Ballon Festival, or Fantasy of Lights Run and Parade. A policy would be recommended with regard to how this advertising space could be used, and by whom.

Once DTE is given approval to proceed, the poles will be ordered and installed in the spring time.

**Action Requested:**

Motion to approve the DTE Standard Agreement for Municipal Street Lighting Up Grade Number 31814837, to upgrade 7 decorative lights within Parking Lot #1, in the amount of \$15,200.

**DTE Energy**



September 23, 2010

**RECEIVED**

SEP 30 2010

**CITY OF HOWELL**

City of Howell  
Terry Wilson  
Director of Public Services  
150 Marion  
Howell Michigan 48843

Re: City of Howell Parking Lot I Phase I Reconstruction

We have completed our review of your request for proposed lighting posts upgrade; I have prepared a cost estimate for the upgrade of 7 lights for the East Sibley Street Parking Lot I, City of Howell, Livingston County.

Per your request we are recommending the upgrade of the Main Street Windsor series posts 5-12-foot and 2-10 foot fluted posts to the Wadsworth style 12 ft fluted 5" extruded aluminum shaft with 2-18" X 36" banner arms, Wadsworth style 10 ft fluted 5" extruded aluminum shaft with 4-18" X 36" banner arms,

The costs are based on the Edison Option 1 rate, where Detroit Edison installs, owns, and maintains the lighting system. The rate requires a all of the construction cost be paid by the customer, which is \$15,200.00

This estimate includes the cost of Detroit Edison upgrading 7 posts in a black finish with one 120-volt duplex receptacles and banner arms, labor, and other expenses. The installation will be in accordance with Edison current construction practices.

The price quoted herein shall be in effect for period of six months from the date hereof. After installation the total cost for additional modification, relocation or removal will be the responsibility of requesting party. The sum of \$15,200.00 will be made prior to the actual start of construction.

Enclosed for your information and signature are copies of the Detroit Edison Agreements For Municipal Street Lighting to provide street lighting for the Parking Lot I Phase I Reconstruction 2010, the original copies of the "Agreement For Municipal Street Lighting upgrade" are to be signed and returned if would like us to proceed with the upgrade. Please return with a check or purchase order in the amount shown so that we can arrange for the installation of the posts.

Please feel free to call me on 734-397-4174 should you have any questions. My FAX number is 734-397-4284.

Sincerely,

*Greg Tchozewski*

Greg Tchozewski  
Account Representative  
Community Lighting

## STANDARD AGREEMENT FOR MUNICIPAL STREET LIGHTING UP GRADE

DTE Internal Work Order/IO Number 31814837

This Standard Agreement For Municipal Street Lighting ("Agreement") is between The Detroit Edison Company ("Company") and City of Howell ("Customer"). Customer requests the Company to furnish, install, operate and maintain street lighting equipment in the municipality set forth on Exhibit A attached hereto at the specific location set forth on Exhibit A (the "Location") and the Company agrees to do so in accordance with the terms set forth in this Agreement.

Therefore, in consideration of the mutual promises set forth in this Agreement, and for other good and valuable consideration, the receipt and adequacy of which is hereby acknowledged, Company and Customer each hereby agree as follows:

1. Description of Equipment

Subject to and in accordance with the terms of this Agreement, the Company will undertake activities to install the street lighting equipment set forth on Exhibit A attached hereto (the "Equipment").

2. Rules Governing Installation of Equipment and Electric Service

Installation of street light facilities and the extension of electric service to serve those facilities are subject to the provisions of The Michigan Public Service Commission (MPSC) Rules Governing Services Supplied by Electric Utilities, Rule B-3.3, Extension of Service.

3. Contribution in Aid of Construction

In accordance with the applicable Orders of the MPSC, Customer shall pay to Company a contribution in aid of construction ("CIAC") for the installation of the Equipment and the recovery of costs associated with the removal of existing equipment, if any. The amount of the CIAC (the "CIAC Amount") shall be an amount equal to the total construction cost (including all labor, materials and overhead charges), less an amount equal to three years revenue expected from such new equipment. The CIAC Amount is as set forth on Exhibit A attached hereto. The CIAC Amount does not include charges for any additional cost or expense for unforeseen underground objects not identified by Miss Dig, or unusual conditions encountered in the construction and installation of the Equipment. If Company encounters any such unforeseen or unusual conditions, which would increase the CIAC Amount, it will suspend the construction and installation of the Equipment and give notice of such conditions to the Customer. The Customer will either pay additional costs or modify the work to be performed. If the work is modified, the CIAC Amount will be adjusted to account for such modification. Upon any such suspension and/or subsequent modification of the work, the schedule for completion of the work shall also be appropriately modified.

4. Payment of CIAC Amount

Customer shall pay to Company the CIAC Amount set forth on Exhibit A promptly upon execution of this Agreement. Failure to pay such amount at such time shall relieve Company of its obligations to perform the construction work required herein until such amount is paid.

5. Modifications

Subject to written permission of the respective municipality, after installation of the Equipment, any cost for additional modifications, relocations or removals will be the responsibility of the requesting party.

6. Maintenance and Replacement Equipment

In accordance with the applicable Orders of the MPSC, under the Municipal Street Lighting Rate (as defined below), Company shall provide the necessary maintenance of the Equipment, including such replacement material and equipment as may be necessary.

7. Street Lighting Service Rate

Upon the installation of the Equipment, the Company will provide street lighting service to Customer under Option 1 of the Municipal Street Lighting Rate, as approved by the MPSC.

This street lighting service is also governed by Rules for Electrical Service established by the MPSC (MPSC Case Number U-6400). The Street Lighting Rate is subject to change from time to time by orders issued by the MPSC. The Municipal Street Lighting Rate as of the date of this Agreement is hereby incorporated by reference into this Agreement.

8. Contract Term

The initial term of this Agreement shall begin on the date that billing for the street light service begins, and shall continue for five years thereafter. Upon the expiration of the initial term of this Agreement, the term of this Agreement shall continue on a month-to-month basis thereafter until terminated by mutual written consent or twelve months written notice by either party, which written notice may be given at any time.

9. Design Responsibility for Street Light Installation

The Company installs municipal street lighting installations following Illuminating Engineering Society of North America ("IESNA") recommended practices. If the Customer submits its own street lighting design for the street light installation (as shown on Exhibit A), or if the street lighting installation requested by Customer on Exhibit A does not meet the IESNA recommended practices (as shown on Exhibit A), Customer acknowledges the Company is not responsible for lighting design standards.

10. New Subdivisions

Company agrees to install street lights in new subdivisions when subdivision occupancy reaches a minimum of 80%. If Customer wishes to have installation occur prior to 80% occupancy, then Customer acknowledges it will be financially responsible for all damages (knockdowns, etc.) and requests for modifications (movements due to modified curb cuts from original design, etc.).

11. Force Majeure

The obligation of Company to perform this Agreement shall be suspended or excused to the extent such performance is prevented or delayed because of acts beyond Company's reasonable control, including without limitation acts of God, fires, adverse weather conditions (including severe storms and blizzards), malicious mischief, strikes and other labor disturbances, compliance with any directives of any government authority, including but not limited to obtaining permits, and force majeure events affecting suppliers or subcontractors.

12. Subcontractors

Company may sub-contract in whole or in part its obligations under this Agreement to install the Equipment and Replacement Equipment.

13. Waiver; Limitation of Liability

To the maximum extent allowed by law, Customer hereby waives, releases and fully discharges Company from and against any and all claims, causes of action, rights, liabilities or damages whatsoever, including attorneys fees, arising out of the installation of the Equipment and/or any Replacement Equipment, including claims for bodily injury or death and property damage, unless such matter is caused by or arises as a result of the sole negligence of Company and/or its subcontractors. Company shall not be liable under this Agreement for any special, incidental or consequential damages, including loss of business or profits, whether based upon breach of warranty, breach of contract, negligence, strict liability, tort or any other legal theory, and whether or not Company has been advised of the possibility of such damages. In no event will Company's liability to Customer for any and all claims related to or arising out of this Agreement exceed the CIAC Amount.

14. Notices

All notices required by the Agreement shall be in writing. Such notices shall be sent to Company at The Detroit Edison Company, Community Lighting Group, 2000 Second Ave., Room 440 SB, Detroit, MI 48226 and to Customer at the address set forth on Exhibit A attached hereto. Notice shall be deemed given hereunder upon personal delivery to the addresses set forth above or, if properly addressed, on the date sent by certified mail, return receipt requested, or the date such notice is placed in the custody of a nationally recognized overnight delivery service. A party may change its address for notices by giving notice of such change of address in the manner set forth herein.

15. Representations and Warranties

Company and Customer each represent and warrant that: (a) it has full corporate or public, as applicable, power and authority to execute and deliver this Agreement and to carry out the actions required of it by this Agreement; (b) the execution and delivery of this Agreement and the transactions contemplated hereby have been duly and validly authorized by all necessary corporate or public, as applicable, action required on the part of such party; and (c) this Agreement constitutes a legal, valid, and binding agreement of such party.

16. Miscellaneous

(a) This Agreement is the entire agreement of the parties concerning the subject matter hereof and supersedes all prior agreements and understandings.

(b) No party other than Company and Customer, and their respective successors and assigns, shall have any rights to enforce or rely upon this Agreement, which is binding upon and made solely for the benefit of Company and Customer, and their respective successors, and assigns, and not for the benefit of any other party.

(c) Failure of either party to complain of any act or omission on the part of the other party, no matter how long the same may continue, shall not be deemed to be a waiver by such party of any of its rights hereunder. No waiver by any party at any time, expressed or implied, of any breach of any provision of this Agreement shall be deemed a waiver or a breach of any other provision of this Agreement or a consent to any subsequent breach of the same or any other provision.

(d) The captions and section numbers appearing in this Agreement are inserted only as a matter of convenience, and do not define, limit, construe or describe the scope or intent of such sections or articles of this Agreement nor in any way affect this Agreement.

(e) This Agreement, and the rights, obligations and liabilities of the parties hereto shall be construed in accordance with the law of the State of Michigan, without regard to its conflict of law principals. The parties agree that any action with respect to this Agreement shall be brought in a court of competent subject matter jurisdiction located in the State of Michigan and the parties hereby submit themselves to the exclusive jurisdiction and venue of such court for the purpose of such action.

(f) This Agreement may be executed in one or more counterparts, each of which shall be deemed an original but all of which together will constitute one and the same instrument.

(g) If any term or provision of this Agreement is held to be invalid or unenforceable in any situation in any jurisdiction, it shall not affect the validity or enforceability of the remaining terms and provisions hereof or the validity or enforceability of the offending term or provision in any other situation or in any other jurisdiction.

THE DETROIT EDISON COMPANY

CITY OF HOWELL

By \_\_\_\_\_

By \_\_\_\_\_

Printed Name: \_\_\_\_\_

Printed Name: \_\_\_\_\_

Its \_\_\_\_\_

Its \_\_\_\_\_

Date \_\_\_\_\_

Date \_\_\_\_\_

**EXHIBIT A**

Note: The usage of the notation "N/A" in any of the boxes below means that such matter is not applicable to the transactions contemplated by this Agreement and all sections of this Agreement relating to such matter shall be deemed to have no force and effect (but all other sections of this Agreement, shall otherwise remain in full force and effect).

Municipality where Equipment will be installed		City Of Howell
Specific Location where Equipment will be installed	East Sibley Street Parking Lot I, City of Howell, Livingston County.	
Description of Equipment to be installed	Upgrading 7 posts in a black finish with one 120-volt duplex receptacles and banner arms, labor, and other expenses. The upgrade of the Main Street Windsor series posts 5-12-foot and 2-10 foot fluted posts to the Wadsworth style 12 ft fluted 5" extruded aluminum shaft with 2-18" X 36" banner arms, Wadsworth style 10 ft fluted 5" extruded aluminum shaft with 4-18" X 36" banner arms. The obligations of Company to perform this maintenance for the banner arms shall be suspended or excused to the extent of the banner arm coupling, labor, material and liability.	
Computation of Street Lighting Contribution In Aid of Construction CIAC Amount		Total Estimated Construction Cost, including labor, materials, and overhead \$ 15,200.00  Contribution ( Cost minus 3 yrs revenue) \$ 15,200.00
Box 1 Is this a Company designed installation? (check "Yes" or "No")		YES <input checked="" type="checkbox"/> (if checked please complete Box: 2 3 4) NO <input type="checkbox"/> (if checked please complete Box: 5 6)
Box 2 If Box 1 is checked please select the appropriate Roadway Classification		<input type="checkbox"/> Expressway <input type="checkbox"/> Major <input type="checkbox"/> Collector <input checked="" type="checkbox"/> Local
Box 3 If Box 1 is checked please select the appropriate Pedestrian Conflict Classification		<input type="checkbox"/> High <input type="checkbox"/> Medium <input checked="" type="checkbox"/> Low
Box 4 If Box 1 is checked please select the appropriate Pavement Classification		<input checked="" type="checkbox"/> R1 <input type="checkbox"/> R2 & R3 <input type="checkbox"/> R4
Box 5 Does the Customer lighting design requested meet IESNA recommended practices? (check "Yes" or "No")		YES <input type="checkbox"/> NO <input type="checkbox"/> (if checked please complete Box: 6)
Box 6 If the Customer lighting design does not meet IESNA recommended practices, the Customer must sign the block to the right.		_____ (Customer signature indicating acknowledgement the lighting design does not meet IESNA recommended practices)
Box 7 New Residential Subdivision?		YES <input type="checkbox"/> (if checked please complete Box: 8)      NO <input type="checkbox"/>
Box 8 If Box 7 is checked Yes, and customer authorizes installation prior to 80% occupancy, Customer signature required		_____ (Customer acknowledgement that lighting is being installed prior to 80% occupancy)

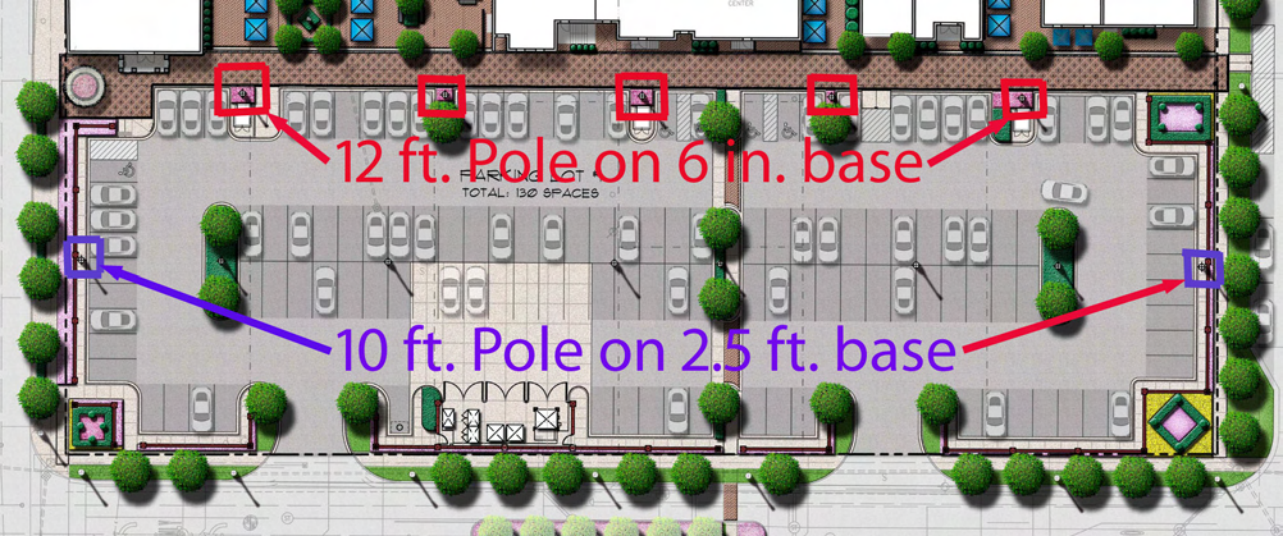
Customer Address for Notices	
------------------------------	--



12 ft. Pole on 6 in. base



10 ft. Pole on 2.5 ft. base





## GranVille® LUMINAIRE

*The classic elegance of acorn street lamps adorned metropolitan avenues, residential streets, and plazas during the early 20th Century. The GranVille series captures the essence of this bygone era while incorporating the most advanced technology available today.*

Features of GranVille® Series:

- Pedestrian-scale
- Permanent, durable borosilicate glass
- Prismatic light control
- Four lighting distributions
- Lunar Optics™ option (IESNA Cutoff)
- Five decorative housing choices
- Decorative trim variety





Catalog Number <b>Z W 10 F517 CA BKH GV 100HP 12 L B 3 N C U</b> <b>FG-S BK 4BAB 18 H 4 BK</b>	
Notes	Type

**SPECIFICATIONS**

**POST**

Wadsworth Series Cast Aluminum Post 17" Dia. Base, Extruded Shaft

- Z W 10 F517 CA BKH

**POST TOP LUMINAIRE**

GranVille® Series

- GV 100HP 12 L B 3 N C U

**ACCESSORIES**

Weatherproof Receptacle; Height 6" from top. Receptacle oriented at 90 degrees.

- FG-S BK

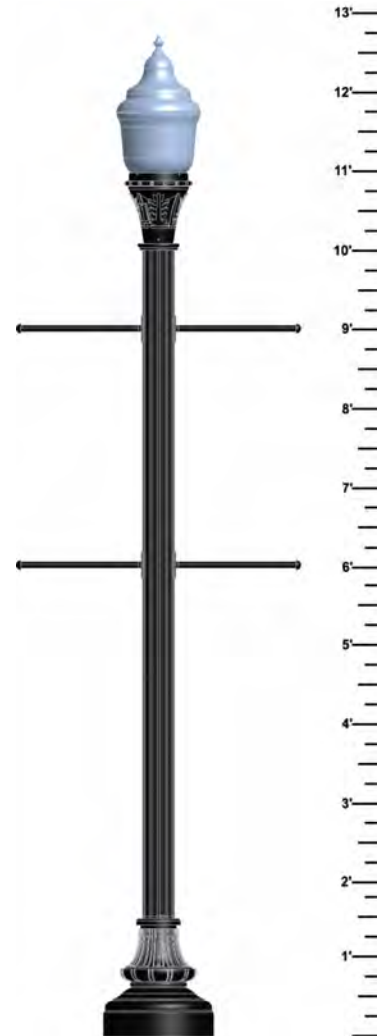
Cast Aluminum Banner Arm; 2@180 T/B arm(s), height 12" from top. Banner arm oriented at 0 degrees.

- 4BAB 18 H 4 BK

**INSTALLATION**

- 12.00"Ø bolt circle.

**GRANVILLE®  
WADSWORTH**



**Anchorage/Orientation Plan**

*Street Side*

No Anchorage/Orientation  
Image is Available.

**Notes:**

10' Pole Assembly

Customer Approval:

Job Name: City of Howell - Parking Lot

Client Name: Detroit Edison

signature

date

Created By: ll\_main\jsf03

Date: 18-Aug-10



## GranVille® LUMINAIRE

*The classic elegance of acorn street lamps adorned metropolitan avenues, residential streets, and plazas during the early 20th Century. The GranVille series captures the essence of this bygone era while incorporating the most advanced technology available today.*

Features of GranVille® Series:

- Pedestrian-scale
- Permanent, durable borosilicate glass
- Prismatic light control
- Four lighting distributions
- Lunar Optics™ option (IESNA Cutoff)
- Five decorative housing choices
- Decorative trim variety





Catalog Number <b>Z W 12 F517 CA BKH GV 100HP 12 L B 3 N C U</b> <b>FG-S BK 4BAB 18 H 4 BK</b>	
Notes	Type

**SPECIFICATIONS**

**POST**

Wadsworth Series Cast Aluminum Post 17" Dia. Base, Extruded Shaft

- Z W 12 F517 CA BKH

**POST TOP LUMINAIRE**

GranVille® Series

- GV 100HP 12 L B 3 N C U

**ACCESSORIES**

Weatherproof Receptacle; Height 6" from top. Receptacle oriented at 90 degrees.

- FG-S BK

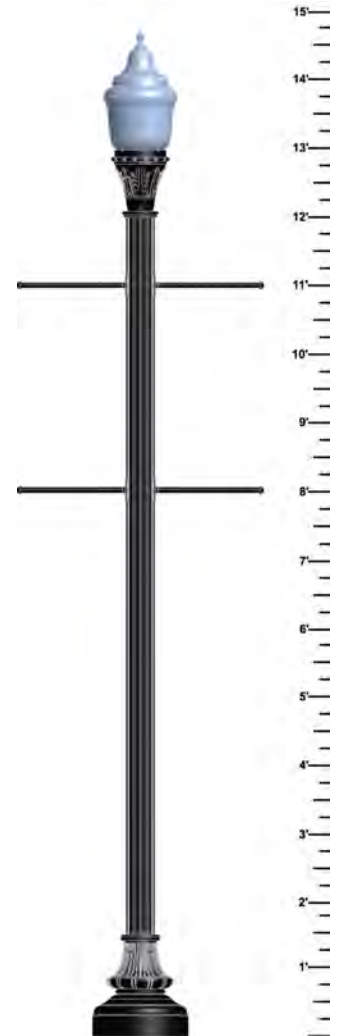
Cast Aluminum Banner Arm; 2@180 T/B arm(s), height 12" from top. Banner arm oriented at 0 degrees.

- 4BAB 18 H 4 BK

**INSTALLATION**

- 12.00"Ø bolt circle.

**GRANVILLE®  
WADSWORTH**



**Anchorage/Orientation Plan**  
*Street Side*

No Anchorage/Orientation  
Image is Available.

**Notes:**

12' pole assembly

Customer Approval:

Job Name: City of Howell - Parking Lot

Client Name: Detroit Edison

signature

date

Created By: ll\_main\jsf03

Date: 18-Aug-10



**Michigan Main Street**

2009/2010 Annual

**Year End Evaluation**

**Howell**

**Main Street**

**Program**

Date of Site Visit: September 16, 2010

Completed by:

Laura Krizov, Manager  
of the Michigan Main Street Center  
Michigan State Housing Development Authority

Mary Lee Stotler  
Promotions Specialist  
Michigan State Housing Development Authority

## **Introduction**

Michigan currently has 16 communities participating in the Michigan Main Street (MMS) program. Every year, each local Main Street program undergoes a yearly evaluation to assess the program's progress in addressing downtown revitalization issues. Because all the local programs vary considerably from each other due to varying priorities, goals, financial and volunteer resources, the evaluation is based on the National Trust Main Street Center's Ten Standards of Performance. These standards, listed below, outline benchmarks and guidelines (indicators) local programs strive to meet in order for their downtown revitalization efforts to perform efficiently and effectively.

The first step of the yearly evaluation is for each Main Street program, including the Board of Directors, Main Street Manager, and Committee Chairs, to complete an Annual Self-Assessment. The purpose of the self-assessment is for the local program to recognize its own strengths and weaknesses and where it stands in achieving its vision and goals.

The second step of the yearly evaluation is for the Michigan Main Street program to review the community's Self-Assessment, along with its monthly and annual reports, and conduct on-site interviews with the Board of Directors, Main Street Manager, and other key stakeholders. The information gathered will help the MMS program gain an understanding of the local program's progress, determine if the community meets the Ten Standards of Performance for accreditation with the National Main Street Center, and help MMS provide more specialized services and support to the community.

The following pages outlines the Michigan Main Street program's Year End Evaluation for Howell. The evaluation summarizes the community's progress towards meeting the Ten Standards of Performance as well as making specific observations and recommendations with key indicators.

## **Ten Standards of Performance for Main Street Programs**

1. Broad-based Community Support
2. Vision and Mission Statements
3. Comprehensive Work Plan
4. Historic Preservation Ethic
5. Active Board and Committees
6. Adequate Operating Budget
7. Professional Management and Development
8. Program of Ongoing Training for Staff and Volunteers
9. Reporting of Key Statistics
10. National Main Street Network Membership

## I. Broad-based community support.

**Description:** At its best, a local Main Street program represents and involves a coalition of organizations, agencies, businesses, and individuals from throughout the community — not just those who own property or businesses in the commercial district or who have a direct economic tie to it, but *all* members of the community who are interested in the community’s overall health. Involvement by both the public and private sectors is critical as well; neither sector can revitalize the commercial district without the skills and vantage points of the other. Ideally, both sectors will participate in the revitalization process by providing funding, leadership, and ideas, and by encouraging collaboration between existing programs to assist the revitalization process. By actively involving a broad range of interests and perspectives in the revitalization process, the Main Street program leverages the community’s collective skills and resources to maximum advantage. The overall goal is for a broad range of constituencies from both sectors to understand and be philosophically committed to the revitalization process and, to that end, to commit the maximum resources possible to achieve the goal of revitalizing the commercial district.

### Indicators:

- |       |     |  |
|-------|-----|--|
| 2 – 4 | 3.3 | 1. A wide cross-section of the community represented on the Board of Directors –<br>Explain: <u>The MS Board feels this needs some improvement.</u>                |
| 3 – 5 | 4.3 | 2. A wide cross-section of the community represented on the committees –<br>Explain: <u>The MS Board seems to feel this is good.</u>                               |
| 3 – 5 | 4.3 | 3. Broad-based philosophical support of the program from the community –<br>Explain: <u>The MS Board feels there is strong community support.</u>                  |
| 5/5   | 5   | 4. Municipal government demonstrates a philosophical commitment to downtown revitalization –<br>Explain: <u>The MS Board feels the “City is the best partner.”</u> |
| 4 – 5 | 4.8 | 5. Works in partnership with other organizations –<br>Explain: <u>The MS Board seems to feel that this is good.</u>  |

**Additional Comments:** While recognizing the need for more volunteer commitment, the Howell Main Street Board seems to feel they have great community support. They feel that other organizations look to the MS/DDA to spearhead community efforts. They are still actively recruiting additional board members. In order to continue with the successes Howell has had in the past, we recommend that they create a volunteer recruitment drive/campaign. We also recommend more delegation of tasks to avoid volunteer and staff fatigue.

## II. Vision and mission statements.

**Description:** A mission statement communicates the Main Street organization's sense of purpose and overall direction. A vision statement communicates the organization's long-term hopes and intentions for the commercial district. Be mindful that a vision statement *is not* a slogan. Both statements should be developed with broad participation by the board, committees, program volunteers, and with community input. In addition, both statements should be reviewed, revised and reaffirmed on an annual basis.

**Indicators:**

- 4 – 5 4.8 1. Has an appropriate written vision statement formally adopted by the Board of Directors that shows a clear understanding of what can be accomplished through the Main Street program and includes a general timeframe to meet goals and objectives in each of the 4 points.  
Explain: The MS Board recently updated this, and seems to feel it is good.
  
- 5/5 5 2. Has an appropriate written mission statement formally adopted by the Board of Directors that states how the program will achieve its vision.  
Explain: The MS Board recently adopted this; they seem to feel it is very good.
  
- Yes 3. Both the Vision and Mission statements are reviewed by the Board yearly.  
  
Date statements reviewed – Mission: July, 2009  
Vision: \_\_\_\_\_
  
- 4 – 5 4.7 4. Uses the vision and mission statements to drive the program’s work plan –  
Explain: The MS Board seems to feel this is good.
  
- 3 – 5 3.7 5. Uses the vision and mission statements in public ways (press releases, website, business cards, newsletter, etc.) –  
Explain: The MS Board seems to feel this is adequate.

**Additional Comments:** Howell has done a great job in reviewing and updating its vision and mission statements; however, some members of Howell’s MS Board seem to feel that the mission and vision statement are not actively used. In order to make the mission and vision statement relevant and meaningful, MMS recommends that the board briefly revisit the mission and vision statements before each event to clarify how the planned activity supports and furthers these statements.

**III. Comprehensive work plan.**

**Description:** A comprehensive annual work plan provides a detailed blueprint for the Main Street program’s activities; reinforces the program’s accountability both within the organization and in the broader community; and provides measurable objectives by which the program can track its progress. A formal work plan process should also be developed and instituted so that the board of directors and committees work together in devising and implementing yearly work plans.

**Indicators:**

- 4 – 5 4.7 1. Yearly goals and objectives established for the committees with the Board of Directors through a yearly organization retreat or work planning session –  
Explain: The MS Board seems to feel this is good.  
  
Date of the organization retreat with Board of Directors – March 10, 2010.
  
- 3 – 5 4.5 2. Detailed work plans developed by the committees through a formal work planning process –  
Explain: The MS Board seems to feel this is good.

- 3 – 5 4.5 3. Work plans reviewed and formally approved by the Board of Directors –  
Explain: The MS Board seems to feel this is good.
- 2 – 5 3.7 4. Work plan implementation is monitored by the Board of Directors on at least a quarterly basis–  
Explain: The MS Board seems to feel this is adequate.
- 4 – 5 4.5 5. Committee chairs report progress of work plan implementation on a monthly basis –  
Explain: The MS Board seems to feel this is good.
- 3 – 5 4 6. Distributes work plan activities and tasks to a broad range of volunteers –  
Explain: The MS Board seems to feel this is good.
- 3 – 5 4.3 7. The Work plan contains measurable objectives, including timelines, budgets, desired outcomes, and specific responsibilities –  
Explain: The MS Board seems to feel this is good.

The work plan has a balance of appropriate activities in each of the four program areas-

- 3 – 5 4.2 8. **Organization** (volunteer management and leadership development, fundraising, public relations)  
Explain: The MS Board seems to feel it is doing well.
- 4 – 5 4.7 9. **Design** (design education, visible design projects and other streetscape improvements, incentives)  
Explain: The MS Board seems to feel it is doing very well.
- 4 – 5 4.5 10. **Promotion** (retail events, special events, image campaign) –  
Explain: The MS Board seems to feel it is doing well.
- 3 – 5 4.2 11. **Economic restructuring** (market analysis, business assistance, recruitment, property development, incentives) –  
Explain: The MS Board seems to feel it is doing well.

**Additional Comments:** Howell DDA/Main Street Board is doing a fantastic job of promoting its community. Business thrives and the appearance of the downtown is attractive and inviting. The Howell MS Board already recognizes that it needs more volunteers to accomplish its long-term goals. This is a function of the Org committee. One recommendation is to hold a volunteer recruitment drive and to better publicize the benefits of volunteering in the program. It might be possible to create incentives for volunteers based on the number of hours worked. Spread the workload among more volunteers, if and when possible, to avoid burnout and loss of interest in the program.

The Main Street director appears to carry a disproportionate share of the burden for the program. In practice, the director should not be responsible for elements of the work plan; the work should be community-driven. When more volunteers are brought on board, it would be advisable to eliminate the manager's name from work plan assignments.

## IV. Historic preservation ethic.

**Description:** Historic preservation is central to the Main Street program's purpose. The historic buildings and public spaces of a traditional commercial district enrich civic life and add value on many levels to the community. Developing a historic preservation ethic is an ongoing process of education and discovery for a community and for a local Main Street program. Main Street programs that have embraced a strong historic preservation ethic are successful in saving, rehabilitating, and finding new uses for traditional commercial buildings and in intensifying the uses of the district's buildings, through both specific building improvement projects and through policy and regulatory changes, which make it easier to develop property within the commercial district.

Some Main Street programs purport to support preservation values, but do not fully understand that preservation is an ethic, not just an activity or group of activities. Historic preservation involves not only the process of rehabilitating, restoring, or renovating older commercial buildings but also the process of

adopting planning and land use policies that encourage full use of existing commercial centers before new development takes place, removing the regulatory and other barriers, which sometimes make it difficult to attract investment to historic commercial districts.

### Indicators:

- |                 |     |  |
|-----------------|-----|--|
| 4 – 5           | 4.2 | 1. The program has, or is working to put in place, an active and effective local design management program, which may include –  |
|                 |     | Financial incentives for design projects   |
|                 |     | Design review – formal or informal –   |
|                 |     | Locally based design guidelines have been developed and/or adopted   |
|                 |     | Other (explain): _____   |
|                 |     | Explain: <u>The MS Board seems to feel this is good.</u>   |
|                 |     |  |
| 1 – Yes, 5 - No |     | 2. The community has implemented a local historic preservation ordinance with mandatory/advisory design review –   |
|                 |     | Explain: <u>The MS Board seems to feel this is inadequate.</u>   |
|                 |     |  |
| 5 – Yes, 0 - No |     | 3. The downtown is listed in the National Register of Historic Places (if eligible) –  |
|                 |     | Explain: <u>Yes</u>  |
|                 |     |  |
| 5               | 5   | 4. More buildings are being preserved downtown than are being demolished –   |
|                 |     | Explain: <u>The MS Board seems to feel this is very good.</u>  |
|                 |     |  |
| 4 – 5           | 4.7 | 5. There have been significant positive changes in the appearance of downtown over the last year including façade and building rehabilitation projects, new signage and awnings, etc. –  |
|                 |     | Explain: <u>The MS Board seems to feel this is good.</u>   |
|                 |     |  |
| 4 – 5           | 4.5 | 6. The Main Street program encourages local planning and land use policies that will support downtown revitalization and historic preservation including a new city comprehensive plan, downtown master plan, preservation planning study, and zoning and other code revisions – |
|                 |     | Explain: <u>The MS Board seems to feel this is good.</u>   |

- 4 – 5 4.7 7. The program builds public awareness for the district’s historic buildings and the downtown’s history –  
 Explain: The MS Board seems to feel this is good.
- 4 – Yes, 2 – No 8. The program has taken advantage of Michigan Main Street Design Services over the past year –  
 Explain: Most MS Board members agree with this.
- 3 – 5 4.2 9. The program educates the community on historic preservation issues and on good design through workshops and other educational activities –  
 Explain: The MS Board seems to feel this is good.

**Additional Comments:** The Howell DDA/Main Street board seems fairly satisfied with its historic preservation efforts, which include signage and at least one major rehabilitation project. Some members, however, felt that more public outreach was needed to educate the public. This educational component is a function of the Design committee.

One Board member expressed concern that an entity other than Main Street would be forced to take over the Howell History Days event due to a lack of volunteers. The MMSC recommends that Howell DDA/Main Street only take on projects that will be successful and of the highest quality. While losing an event would be disappointing, if volunteers are too scarce, then by all means, bring in other entities to share the burden. Perhaps a partnership is the answer. MMS also recommends further efforts toward a Historic Preservation Ordinance. Please contact our office for assistance with this.

## V. Active board and committees.

**Description:** Main Street revitalization is an ongoing process of changing a community's attitude about its traditional commercial district(s). The direct involvement of an active board of directors and committees is key to this process. The Main Street director is responsible for facilitating the work of volunteers, not for single-handedly revitalizing the commercial district. In some areas, and in communities of some sizes, local Main Street programs have been launched by or have merged with other organizations, which have a broader agenda (such as a chamber of commerce or a community development corporation). A local Main Street program in one of these circumstances has a better chance of long-term success if it maintains focus on its particular purpose and if its mission statement, work plan, budget, and governing body remain distinct from that of the larger organization in which it is contained. In Michigan, the boards of downtown development authorities and non-profit organizations are typically responsible for implementing and managing the Main Street effort.

### Board and Committee Indicators:

- 3 – 5 4.2 1. Are actively fundraising to support the program’s work plan –  
 Explain: The MS Board seems to feel this is good.
- 3 – 5 4 2. Actively promote and advocate the program to the community, communicate their roles and listen to community feedback –  
 Explain: The MS Board seems to feel this is good.
- 4 – 5 4.2 3. Communicating to the public with a unified voice –  
 Explain: The MS Board seems to feel this is good.

**Board Indicators:**

- 4 – 5 4.8 4. Well-managed, regular monthly meetings, with an advance agenda and regular distribution of minutes –  
Explain: The MS Board feels this is very good.
- 6 – Yes, 0 – No 5. Its own bylaws empowered to carry out Main Street’s mission –  
Explain: The MS Board agrees.
- 5 – Yes, 1 – No 6. Its own budget empowered to carry out Main Street’s mission –  
Explain: The MS Board agrees, thought the City oversees the MS Budget.
- 3 – 5 4.2 7. Established operating policies and procedures including communication and personnel policies –  
Explain: The MS Board seems to feel this is good.
- 2 – 4 3.7 8. A local orientation session for new board members –  
Explain: The MS Board seems to feel this is adequate.
- 4- 5 4.2 9. Job descriptions and/or letters of commitment explaining board member responsibilities –  
Explain: The MS Board seems to feel this is good.

**Committee Indicators:**

- 3 – 5 4.5 10. Each of the 4 committees exist and are active –  
Explain: The MS Board seems to feel this is good.
- 3 – 5 4 11. Have enough active members to be effective (5 to 7 members) –  
Explain: The MS Board seems to feel this is good.
- 4 – 5 4.3 12. Hold regularly scheduled meetings with an advance agenda that addresses the committee work plans –  
Explain: The MS Board seems to feel this is good.
- 4 – 5 4.3 13. Have responsibility for the implementation of the work plan –  
Explain: The MS Board seems to feel this is good.
- 4 – 5 4. 14. Communicate with each other and coordinate projects as appropriate –  
Explain: The MS Board seems to feel this is good.
- 3 – 4 3.67 15. Hold an orientation session for all new committee members –  
Explain: The MS Board seems to feel this is adequate.
- 4 – 5 4.3 16. Conduct projects that are visible to the community –  
Explain: The MS Board seems to feel this is good.
- 3 – 5 4.2 17. Job descriptions and/or letters of commitment explaining committee member responsibilities –  
Explain: The MS Board seems to feel this is good.

**Additional Comments:** Howell DDA/Main Street appears to do a good job with getting agendas and minutes to board members in a timely manner, as well as having well-run meetings. The Board seems to feel that city involvement is very beneficial to the way the program operates. There is a sense of frustration among board members who feel overcommitted and short of help. Some Board members are unaware of job descriptions; more clearly identifying key roles for board members may encourage more active participation in the program. MMS encourages the Howell DDA/Main Street Board to continue strengthening its committee structure to more efficiently address its goals.

## VI. Adequate operating budget.

**Description:** In order to be successful, a local Main Street program must have the financial resources necessary to carry out its annual and evolving program of work. The size of a program’s budget will change as the program matures (in its early years, it may need less money than in its growth years). In addition, program budgets are likely to vary according to regional economic differences and community size. For Michigan DDA’s monies must be expressly used for revitalization activities in its traditional downtown commercial district.

### Indicators:

- |                 |     |    |  |
|-----------------|-----|----|--|
| 3 – 5           | 4   | 1. | Revenue sources and in-kind donations are varied and broad-based including the following:<br>DDA property levy<br>DDA TIF<br>Principal Shopping District (PSD)<br>Donations<br>Corporate sponsorships<br>Earned income (festivals, product sales, etc)<br>Formal membership program<br>Municipal allocation<br>In-Kind Contribution<br><u>Comments: From 1 to 3 Board members declined to answer these questions, possibly because of a lack of awareness, also evidenced by the wide disagreement in answers.</u> |
| 4 – 5           | 4.7 | 2. | The Main Street programs budget is specifically dedicated to the purpose of revitalizing the traditional downtown commercial district –<br>Explain: <u>The MS Board seems to feel this is good.</u>  |
| 4 – 5           | 4.3 | 3. | Adequate to achieve the program’s goals –<br>Explain: <u>The MS Board seems to feel this is good.</u>  |
| 6 – Yes, 0 – No |     | 4. | Have dedicated line-item budgets –<br>Explain: <u>The MS Board strongly agrees with this.</u>  |
| 4 – 5           | 4.5 | 5. | Adequate to cover the salary and fringe benefits of staff members, as well as other administrative expenses –<br>Explain: <u>The MS Board seems to feel this is good.</u>  |
| 3 – 5           | 4.3 | 6. | Adequate to cover professional training and development and the associated travel –<br>Explain: <u>The MS Board seems to feel this is good.</u>  |

- 4 – 5 4.8 7. There is a process for financial oversight and management –  
Explain: The MS Board seems to feel this is good.
- 4 – 5 4.8 8. Regular financial reports are made to the board –  
Explain: The MS Board seems to feel this is good.
- 4 – 5 4.7 9. The program is taking steps to ensure long-term financial stability –  
Explain: The MS Board seems to agree with this.

**Additional Comments:** While no one always has all the money they need, Howell’s DDA/Main Street Board and committees currently seem to be adequately funded to meet immediate needs, though the board indicates a desire to become more self-supporting through fundraising, and less reliance on TIF. There is a great deal of confusion among board members over the source of funding. This may be because some members have not been on the board long enough to receive reports. As noted, the MS Board’s ongoing issue is the lack of human resources in the form of volunteers, rather than material resources. MMS recommends education for board members as to the source and scope of the board’s funding, as well as seeking ways to diversify its income sources.

## VII. Paid, professional DDA/Main Street Program Director.

**Description:** Coordinating a successful Main Street program requires a trained, professional staff person. While Main Street directors come from a broad range of academic and professional backgrounds, the most successful executive directors are those who are good communicators; who can motivate volunteers; and who have good project management skills, being able to keep the revitalization program's many activities moving forward on schedule and within budget. In most instances, the Main Street executive director's position is full-time (generally 40+ hours per week). Furthermore, in order to meet these criteria, Michigan Main Street requires that the Main Street Manager/Director hold the same position and title of DDA Executive Director, if the program is housed within a local downtown development authority.

### Indicators:

Year of Hire for Main Street/DDA or Non-Profit Director: 2/25/2008

- 6 – Yes, 0 – No 1. Main Street Manager/Director is DDA or Non-Profit Executive Director –  
Explain: The MS Board strongly agrees with this.
- 6 – Yes, 0 – No 2. Is a full-time employee and works exclusively for the Main Street program –  
Explain: The MS Board strongly agrees with this.
- 3 – 5 4.7 3. Has a salary that is consistent with those of other community and economic development professionals within the locality and region –  
Explain: The MS Board agrees with this.
- 5 5 4. Makes regular monthly reports to the board of directors –  
Explain: The MS Board agrees with this.

- 4 – 5 4.8 5. A written job description and performance expectations are in place –  
Explain: The MS Board agrees with this.
- 4 – 5 4.7 6. A formal performance evaluation on an annual basis –  
Explain: The MS Board agrees with this.
- 4 – 5 4.3 7. Regular feedback, encouragement, and guidance throughout the year –  
Explain: The MS Board agrees with this.
- 4 – 5 4.8 8. Adequate training and continuous learning about revitalization techniques and  
downtown issues –  
Explain: The MS Board agrees with this.
- 4 – 5 4.7 9. There is a clear chain of command for the executive director and ultimately “one  
boss” (the board president) that guides and directs the executive director –  
Explain: The MS Board agrees with this; City Manager is direct supervisor.
- 3 – Yes, 3 – No 10. Main Street Manager/Director has been certified through the National Main  
Street Certification Institute –  
Explain: The MS Board is unsure about this.
- 4 – 5 4.8 11. Main Street Manager/Director has attended required MMS training opportunities  
(including Quarterly Forums)–  
Explain: The MS Board agrees with this.

**Additional Comments:** The Howell DDA/Main Street board seems to enthusiastically support the job their Main Street Manager is doing. It appears some board members feel that he needs even more support and encouragement throughout the year, and that encouragement should continue to be a priority. One board member quipped that “This had better be his primary interest in life!” While this is often true of Main Street managers, MMS would like to remind the board that it is also important to allow him some time to decompress away from the job. Another board member seemed to doubt the value of ongoing training. Again, MMS would like to remind the board that every profession has a system of ongoing training to help practitioners keep abreast of best practices.

## **VIII. Program of ongoing training.**

**Description:** In order to meet new challenges and ensure a strong organization, Main Street program participants need ongoing training. Participants — both staff and volunteers — need different skills in different phases of the revitalization process; for that reason, the skills a program’s participants learn in the program’s *catalyst phase* are rarely adequate for the *growth or management phases*. As staff and volunteer turnover occurs, new staff members and new volunteers will need basic Main Street training. Moreover, all program participants should stay current on issues that affect traditional commercial districts and on new revitalization techniques and models. Training can take place at the local level, through the local Main Street program, and by attending training opportunities at the regional, state and national levels.

**Indicators:**

- 2 – 5 4.2 1. Formal volunteer recruitment efforts are taking place –  
Explain: MS Board seems to feel this is good.
- 3 – 4 3.5 2. The program provides and conducts appropriate local volunteer training workshops other than MMS-organized workshops –  
Explain: The MS Board feels this is adequate.
- 4 – 5 4.8 3. Annual recognition of volunteers through a special activity –  
Explain: The MS Board feels their annual BBQ is good.
- 4 – 5 4.5 4. The program makes available and uses appropriate reference and training materials –  
Explain: The MS Board feels this is true.
- 3 – 4 3.8 5. A number of volunteers have attended Michigan Main Street training sessions –  
Explain: The MS Board feels this is adequate.
- 6 – Yes, 0 – No 6. Manager and/or Board Members attended this past year’s National Main Street Conference –  
Explain: The Director, Manager and a Board Member attended.
- 2 – 5 3.5 7. A number of volunteers have attended non-MMS training in the region or state –  
Explain: The MS Board is unsure about this.

**Additional Comments:** Although most of the Board’s response was on the positive side, there seems to be a great deal of confusion regarding ongoing training programs for the Board and volunteers. Please contact MMS for available training programs for boards, committees and volunteers. MMS will continue to pass along any outside training opportunities that are offered.

**IX. Reporting of key statistics.**

**Description:** Tracking statistics — reinvestment, job and business creation, and so on — provides a tangible measurement of the local Main Street program’s progress and is crucial to garnering financial and programmatic support for the revitalization effort. Statistics must be collected on a regular, ongoing basis.

**Indicators:**

- 6 – Yes, 0 – No 1. The program submit completed yearly reports by August 10<sup>th</sup> as specified by the MMS program  
Explain: The MS Board agrees with this.
- 5 – Yes, 0 – No 2. The program submit completed monthly reports by the 10<sup>th</sup> of each month as specified by the MMS program –  
Explain: Most of the MS Board agrees with this.
- 3 – 4 3.7 3. Has regular communication of key statistics to the community at-large about the program –  
Explain: MS Board feels they could do better in this area.

**Additional Comments:** The Howell DDA/Main Street Board continues to do very well with reporting key statistics to the MMSC. This information is important to the state program to allow it to continually improve the trainings and programs offered. One suggestion is to better publicize the program's key statistics to the community to help them better understand what you do for them. This in turn may help inspire volunteers to join.

## **X. Main Street Network membership.**

**Description:** Participation in the National Trust Main Street Network membership program connects local programs to their counterparts throughout the nation, providing them with valuable information resources.

### **Indicators:**

Yes 1. The program is a current member of the National Main Street Network;

## **MMSC Observations and Recommendations:**

- *Don't let your program get lazy!*

The Howell Main Street program has done very well in establishing itself as a strong downtown revitalization organization with many successful projects and events, as well as a vibrant, thriving downtown. However, the NMSC has noticed a trend among some communities that when a local Main Street program reaches a certain level of success, these communities tend to think their major revitalization work is over, the volunteers can relax, and everyone can rest on their laurels. The result is that the local Main Street program slowly begins to die and the downtown starts to slip into an economic decline. By the time the community realizes what has happened, the Main Street program literally has to start its work all over again from the beginning.

It is hoped that the following recommendations will help stem this trend in Howell. Once communities reach the Master Level, the Michigan Main Street program only does Year End Evaluations every other year but still expects these communities to reach accreditation standards every year. If Howell gets lazy with its Main Street structure and activities and does not meet accreditation, the community will no longer be a part of the Michigan Main Street program. We definitely don't want this to happen. We have truly enjoyed working with the community and are proud to call Howell a Michigan Main Street Community.

- *Improve communication at all levels*

The Howell Main Street program has been a model for a successful Main Street program. It is inevitable that over time, communication breaks down and people begin to make assumptions about what people know and what they do not. Because Howell's Main Street program has faltered in its communication and public outreach, some cracks are beginning to show. It is imperative, therefore, that HMS begin a thorough, ongoing program of both internal and external communications. This should include an image campaign that displays program successes, newsletters to both internal and external stakeholders and a new volunteer recruitment drive that serves both to educate the public and to recruit new volunteers. As stated in the Self-Assessments and on-site visits, the Board expressed concern the general public

doesn't understand or support the Main Street program. It is therefore critical that the Board be proactive in educating the public on the purpose of HMS and what it has accomplished over the years. You have already developed strong mission and vision statements; however, neither of these statements has any impact if the public never hear of them.

The Board is the core of the program and needs to take it upon themselves, both collectively and individually, to promote the program. The Board should develop a strategy for meeting with other community organizations, political candidates and other stakeholders to discuss the program's purpose and vision, past successes, and clear up and misunderstandings that may exist in the community.

- ***Recruit and train new volunteers – especially young people***

The Board clearly recognizes the need for volunteer recruitment. Howell has a critical need to fill vacant Board slots as well as committee positions. In order to attract more volunteers, it may be necessary to open up membership to a broader range of people. It might be helpful to reconsider the criteria used to screen board members. After all, the most necessary requirement of a volunteer is a willingness to help. All else can be trained. Also, a change in bylaws that allows for different Committee make-up may help broaden the base of acceptable candidates.

To attract volunteers, it may be necessary to hold a community-wide event that showcases what the MS program has done and what its future plans are. Also consider an ongoing incentive program. Volunteers may be offered discounts or premiums at local businesses, or given more public recognition, such as publicity in the local newspaper.

In searching for volunteers, try to avoid the amorphous term, "volunteer." For many people, the term volunteer means, "unpaid drudge." Seek Board members, members for specific committees, interns, booth attendants, or whatever you currently need. By being specific about your needs, you may overcome some negative perceptions. Furthermore, MMS recommends that you limit committee chair terms to one year, thereby giving volunteers a finite length of commitment. They know then that they have an "out" if they don't want to continue.

- ***Follow the Two-Hat Rule and beware of burnout***

As stated above, the openings on the Board of Directors has left a large amount of responsibilities on the shoulders of a few people. Currently, there are individual members of the board who also hold an office on the board, serve as a committee chair, and serve as leaders on specific projects. Michigan Main Street is very concerned about too much responsibility on the shoulders of too few people puts them at risk for burn out and resignation.

The National Main Street Center has a "two-hat" rule of thumb that Howell should try to follow in order to guard against volunteer burn out. The rule is that no individual involved in the local Main Street organization should have more than two primary responsibilities (or hats). In other words, if an individual is a board member (one hat) they can also serve as an officer on the board (another hat) but should not also serve as the leader of a major project (yet another hat). Or, if an individual is a board member they can serve as a committee chair (another hat) but not take on yet another major responsibility within the program.

- ***Maintain 4 active and effective committees***

During the on-site visit with the Howell Main Street program, MMS became very concerned with two areas relating to the committees. The first is that the Design committee appears to be the only truly active, functioning committee, and that the majority of other work appears to be the responsibility of the MS Manager and Board Chair.

One of MMS's primary concerns for Howell's Main Street program is that the MS Manager appears to be responsible for significant portions of completing each project in the committee's work plan. For example, the Manager serves as the chair of the Design committee. In allowing this committee to become the focus of the Manager's talent and energy, other committees are suffering and a negative perception is taking hold in the community.

Furthermore, the Design committee's plans and activities appear to be independent of the Board's vision and mission. While the vision statement clearly calls for a "vibrant arts and cultural community downtown centered on the restored Opera House," many Board members appeared to reject potential volunteers who are passionate about its restoration. It may be necessary to create an independent 501(c)(3) arts organization apart from the Design committee to better utilize the passion of these committed volunteers, who could then work in partnership with HMS.

Other parts of the vision include marketing, balance, promotion of upper-floor residences and business recruitment and retention. Unfortunately, with an aggressive Design committee and weakness in other areas, there is no balance. HMS appears to be relying on word-of-mouth to market its downtown, which will work for a while, but without focus on marketing and retention, and without active volunteers to run the program, there is a danger of program disintegration.

- ***Develop and follow detailed work plans for each committee***

Over the last several years, the Michigan Main Street program has seen many communities develop strong work plans that have been critical to the success of their program. MMS feels that Howell's revitalization efforts are in jeopardy due to its lack of focus on work plans by its committees. MMS recognizes that work plans are difficult to create but MMS feels it will be well worth the time and effort to further develop the plans and utilize them. Howell completed a Board retreat earlier this year that included revisiting the mission and vision statements, but it is not clear how the vision will be achieved.

Work plans are intended to be the working document that lays out how the program's short- and long-term goals will be achieved. The work plans for each committee must be well balanced and comprehensive so that each committee has a clear purpose and focus. The work plans must also be very detailed. They should be easily understandable to all volunteers and explain the goal of the specific project, the steps it will take to complete the project, who is responsible for each step, a timeline for doing the work, and a budget.

The work planning process can be daunting. In order to help get the work plans on track, Michigan Main Street would gladly facilitate the process with each of the committees. All that is needed is for the Main Street Manager to contact us to get to process started.

MMS recommends that the Board discuss these issues. Volunteer recruitment, an increased attention and commitment to work plans, more active board and committees and better public relations should be a strong focus for HMS in the coming months.

CITY OF HOWELL  
MEMORANDUM

**TO:** HOWELL MAIN STREET/DDA BOARD OF DIRECTORS  
**FROM:** NATHAN VOGHT, DDA/MAIN STREET DIRECTOR  
**DATE:** OCTOBER 22, 2010  
**RE:** CONFLICT OF INTEREST POLICY

Attached are two examples of Conflict of Interest policies provided by Michigan Main Street for local Main Street programs. The Howell Main Street Program does not have an adopted Conflict of Interest policy. Article 3, Section 7 of the By-Laws provides some language regarding Conflict of Interest:

*Section 7 – Disclosure of Interests*

*A Director of the “DDA Board” or an employee who has a direct interest in any matter before the “DDA Board” shall disclose his or her interest prior to the “DDA Board” taking any action with respect to the matter, which disclosure shall become a part of the official record of the proceedings.*

The above language appears to only relate to staff or employees of the DDA, rather than Board and Committee members, and Volunteers. Michigan Main Street recommends a more comprehensive policy that would cover all persons involved with the Howell Main Street program.

I recommend that a sub-committee of Board members, City Staff, and the City Attorney review the Conflict of Interest Policy examples and develop a draft policy for DDA consideration.

**Action Requested:**

Motion to form a DDA sub-committee, consisting of DDA Board member(s), City Staff representative(s), and the City Attorney, to review example Conflict of Interest Policies and develop a draft policy for DDA Board consideration and adoption.

Sample

CONFLICT OF INTEREST POLICY

The Board of Directors, Committee Members, and all employees shall exercise the utmost good faith in all transactions relating to their duties for Main Street Program. In their dealings with and on behalf of Main Street Program, they should be held to a strict rule of honest and fair dealing between themselves and the association. They shall not use their positions, or knowledge gained, in such a way that a material conflict, real or apparent would arise between the interest of Main Street Program and that of the individual. Any actual or threatened violation of this prohibition should be promptly disclosed.

The Board of Directors, Committee Members, and all employees shall not accept any material gifts, favors, or hospitality that might influence their decision making or compromise their judgment in actions affecting Main Street Program. Any actual or threatened violations of this prohibition should be promptly disclosed.

Although positions of divided interest with potential conflict may exist from time to time, such instances shall not be permitted to influence adversely the welfare of Main Street Program. Therefore, any persons subject to this policy shall promptly disclose for him/her and members of his/her immediate family:

1. the existence of any actual or pending employment, appointment, activity, relationship or other position which may be divided interest with Main Street Program
2. the existence of any actual or pending investment, contract, conveyance, purchase, sale, or other transaction directly or indirectly involving or affecting such persons and which might involve a real or apparent material conflict with the interest of Main Street Program.

The disclosure required by this policy shall be made to the Chairperson of the Board of Directors. Each year, all employees, board members, and committee members shall complete and sign a conflict of interest statement.

Signing this statement covers the period of January 29, 2009 through December 31, 2009.

I have reviewed the Conflict of Interest Policy and agree to its terms.

\_\_\_\_\_  
signature

\_\_\_\_\_  
printed name

\_\_\_\_\_  
roll with association

\_\_\_\_\_  
date

## DISCLOSURES AND CONFLICT OF INTEREST POLICY AND PROCEDURE

### 1. POLICY

It is the policy of Main Street Program (“Association”) that conflict of interest, as well as the appearance of conflict of interest, is to be avoided by the board of directors, committee members and the employees of the association, in order to maintain the good name, reputation, and relationships of the association that enable the association to fulfill its mission. Accordingly, no board member, committee member or employee of the association shall participate in any consideration and/or action by the association in which there is an actual conflict of interest, or the appearance of a conflict of interest, of the individual, directly or indirectly including through an immediate family member. These policies and procedures have been created to avoid conflicts of interest while still permitting the individual to serve or to be employed by the association.

### 2. DEFINITIONS

A “conflict of interest” means an actual or perceived interest by a board member, committee member or employee of the association, in any consideration or action by the association by which the individual may derive or appear to derive any personal, organizational or professional gain, directly or indirectly including through an immediate family member. An “immediate family member” means the spouse or significant other, and the children, siblings, parents, persons in those categories with a “step” or “in-law” relationship, and other members of the household, of the individual. “Consideration or action by the association” includes that of an employee, any committee, any officer, and/or the board of directors of the association.

### 3. DISCLOSURES

Full disclosure is required to be provided annually by each December 31, by each board member, committee member and employee of the association, disclosing the individual’s personal, organizational and/or professional interest (direct and/or indirect including the spouse of the individual) in other entities, or with regard to other individuals, that might be or appear to be a conflict of interest with the interests of the association. An annual disclosure form shall be provided by the association. Further, it is the responsibility of the individual to update promptly the disclosure information upon its changing from time to time, and to meet the requirements for disclosure, including the interest of immediate family members, prior to consideration and/or action by the association and any specific application deadlines. All disclosure forms shall be submitted to the association, 693 N. Hagadorn, East Lansing MI, 48823

### 4. EXAMPLE OF INFORMATION REQUIRED TO BE DISCLOSED

Information required to be disclosed includes but is not limited to the role of an association board member, committee member, or employee, directly or indirectly, as a

board member, officer, committee member, elected official, advisor, consultant, contractor, agent, employee, or other close affiliation with, other entities or individuals.

## 5. PARTICIPATION IN CONSIDERATION AND/OR ACTION

Any association board member, committee member, or employee who may have a conflict of interest with regard to a particular matter for consideration and/or action by the association shall not participate in consideration and/or action by the association with regard to that matter as stated in this policy and procedure #1. Examples include but are not limited to an individual, or an immediate family member, being a board member, employee, consultant, or nominator of, a grant application, an award or scholarship nominee, an applicant for sponsorship or endorsement by a collaborative partnership with the association, a potential contractor or vendor, or any other entity or individual which may benefit from consideration or action by the association. Moreover, the board of directors must be provided with full information about the disclosed relationship prior to consideration and/or action by the association with regard to the particular matter. Any question as to whether a conflict of interest exists shall be directed to the board of directors, which shall decide the issue.

## 6. SPECIFIC REVIEW CONFLICT OF INTEREST PROCEDURE

Any board member, committee member, or employee who directly or indirectly may have a conflict of interest with regard to an application or proposal submitted for a contract, grant, award, scholarship, sponsorship, endorsement, collaborative partnership, or other benefit from the association, shall disclose the actual or apparent conflict of interest to the association, using the specific review conflict of interest disclosure form, no later than thirty (30) days before the deadline for submitting the application or proposal. If a conflict of interest develops or is identified after the deadline, the board member, committee member, or employee shall disclose that conflict of interest to the association as soon as it is known, using the specific review conflict disclosure form.

An association board member, committee member, or employee who may have a conflict of interest with regard to a specific application or proposal may not participate in the association review process for that review cycle. Further, if the application or proposal is recommended by the review committee for award/funding, that board member must abstain from voting and leave the room when the board of directors considers and votes on awarding/funding that application or proposal.

Applications or proposals with no conflict of interest that are recommended for award/funding by the review committee may be presented to the board for a single vote of approval of award/funding of all such grants. For applications or proposals with a conflict, that are recommended for award/funding by the review committee, the conflict must be made known to the board and each such application or proposal for award/funding must be voted on separately.

## 7. USE OF INFORMATION

An association board member, committee member or employee may not use or share any information derived from having such affiliation with the association, including but not limited to lists or contact information of the board members, committee members, employees, contractors, vendors, donors, grantors, applicants, nominees, grantees, awardees, recipients, sponsored or endorsed programs, or any other entities or individuals who fund, apply for or participate in the association programs, for personal, organizational or professional purposes of the individual or others, at any time during the term of the individual's affiliation with the association or thereafter. If an association board member, committee member or employee wishes to share such list(s) or contact information for purposes of an entity other than the association, s/he must provide a written request to the association board of directors, stating the entity name, address and telephone number, the purpose and time frame, and the relationship of the individual to the entity, and receive written permission from the association board chair.

## 8. GRATUITIES

No association board member, committee member or employee shall solicit or accept personal gratuities, favors or anything of monetary value from contractors, vendors, donors, grantors, applicants, nominees, grantees, awardees, recipients, sponsored or endorsed programs, or any other entities or individuals who fund, apply for, participate, or receive benefits from the association programs. However, if a personal gift is an unsolicited item of nominal value (less than \$50.00) the gift may be accepted, upon disclosure to the association board of directors.

## 9. VIOLATION OF THESE STANDARDS

Violation of the standards in this policy and procedure may result in removal from the board, from office and/or from any committee; and discipline up to and including termination of employment for employees, in accordance with the policies of the association as stated in the employee handbook.

MAIN STREET PROGRAM  
ANNUAL DISCLOSURE STATEMENT

As of this date (and/or any time during the past year) I am a board member, officer, committee member, elected official, advisor, consultant, contractor, agent, employee, or have other close affiliation with, the following entities or individuals: (specify your role and time period, and provide the name, address and telephone number of each entity and individual; attach additional sheets as needed).

---

---

---

As of this date (and/or any time in the past year) my spouse is a board member, officer, committee member, elected official, advisor, consultant, contractor, agent, employee, or have other close affiliation with, the following entities or individuals: (specify his/her role and time period, and provide the name, address and telephone number of each entity and individual; attach additional sheets as needed).

---

---

---

Except as described below I am not now nor at any time during the past year have been:

1. A participant, directly or indirectly including through an immediate family member, in any arrangement, agreement, contract, investment, or other activity with any person or entity, including but not limited to vendors, suppliers, grantors, grantees, or other parties, which has been engaged or are about to be engaged in any transaction with Main Street Program (“association”) which has resulted or could result in personal, organizational and/or professional benefit to me or to any immediate family member of mine.
2. A recipient, directly or indirectly including through and immediate family member, of any salary or contractual payments, employee benefits, loans, or gifts of any kind, or any free service or discounts or other fees from or on behalf of any person or entity, including but not limited to vendors, suppliers, grantors, grantees, or other parties, which has been engaged or about to be engaged in any transaction with the association.

Any exceptions to 1 or 2 above are stated below with a full description of the transactions, the time period and the interest, directly or indirectly including through any immediate family member, which I have (or have had during the past year), in the entities or

individuals which have been engaged or are about to be engaged in any transactions with the association, the name, address and telephone number of each being provided below (attach additional sheets as needed).

---

---

---

I have listed below any other actual or perceived conflict of interest which existed in the past year now exists or I believe could arise in the current year (attach additional sheets as needed).

---

---

---

I understand that failure to make required disclosures or other violation of the standards in the association policy and procedure on disclosures and conflict of interest may result in removal from the board, from office and/or from any committee; and discipline up to and including termination of employment for employees, in accordance with the policies stated in the employee handbook.

Date: \_\_\_\_\_

Signature: \_\_\_\_\_

Printed Name: \_\_\_\_\_

Role with the association: \_\_\_\_\_

CITY OF HOWELL  
MEMORANDUM

**TO:** DOWNTOWN DEVELOPMENT AUTHORITY  
**FROM:** NATHAN VOGHT, DDA/MAIN STREET DIRECTOR  
**DATE:** OCTOBER 22, 2010  
**RE:** **2010 MELON FESTIVAL FINANCIALS**

The 2010 Melon Festival was held August 20 through 22<sup>nd</sup>. The Melon Ball was held on Thursday, August 19<sup>th</sup>. It is the second year that the DDA was responsible for the event. The Melon Festival was very successful this year, with many new events introduced, and partnerships forged.

The Melon Festival was taken on by the Howell Main Street/DDA program as a Signature Fundraiser. The goal is to be able to raise funds with the event to provide resources to do other downtown projects and events. Assuming the Melon Festival from the Jaycees after the event had been in decline for a number of years has meant significant investment was required to revive it. That investment began in 2009 and continued in 2010. While our event income from sponsorships, ticket sales, and shared contractual revenue for 2010 was significantly higher than those of 2009, our expenses were much higher as well, due to the investment made in all aspects of the event.

A detail report and summary report of all aspects of the event are attached. The detailed report shows a detailed analysis of each aspect of the event, while the other report is a summary of the same. We are still in the process of collecting all sponsorship monies and paying all final bills for the event. Excepting any major deviation from any anticipated income and expenses, it appears this year will be a \$24,500 loss.

Below is a list of one-time expenses that we anticipate will not be required for 2011. These reflect some of the investment made in the event:

- \$640 New Melon Festival Logo
- \$2,000 New Melon Festival Website with E-Commerce component
- \$1,994 Electrical panels for food and entertainment vendors
- \$4,000 No booth fees charged for Arts & Crafts vendors (loss of potential revenue)
- \$970 Tanger Outlet Mall banner
- \$800 Committee Identification Shirts and staff aprons
- \$1,000 Melon Ball Supplies

Potential Savings = **\$11,404**

A very preliminary review of the overall event shows the following examples of expense areas that may be reduced next year or eliminated:

- ❖ \$2,442 Fire Department Staffing of Marion Street Station (station will be closed)
- ❖ \$1,624 A-Frame Sign Panels (potential sponsor next year)
- ❖ \$6,400 Carnival Rides up-front deposit (hope to go with Wade next year-no dep. req'd)
- ❖ \$1,100 Festival Tent Pint Glasses (assuming same sponsor next year)
- ❖ \$1,000 Order less Melon Festival merchandise
- ❖ \$3,000 Scottville Clown Band (sponsor needed for big ticket entertainment)

Potential Savings = **\$15,566**

We have learned a lot in the last two years, and with a detailed picture of 2010 expenses, a budget will be developed allowing us to control the financial outcome of the 2011 event.

<b>Melon Ball</b>			
Income			
	HRC Sponsorship	\$3,500.00	
	Ballard Group Sponsorship	\$2,000.00	
	Bar Sales	\$1,337.00	(estimate - only one deposit was made)
	Online Ticket Sales	\$873.05	(Paypal fee 0.30+ 2.9%)
	Door Ticket Sales	\$350.00	(estimate - only one deposit was made)
	DDA Office Ticket Sales	\$1,440.00	Recorded in Finance general ledger
	Total ticket sales	\$2,663.05	
	<b>TOTAL INCOME</b>	<b>\$9,500.05</b>	
Expenses			
	Dueling Pianos	-\$2,100.00	
	Tent/Table/Chair Rental	-\$2,216.50	
	Catering	-\$2,304.02	
	Bar	-\$2,260.46	
	Mansion Grounds	\$0.00	
	Valet	-\$900.00	
	Spotlights	-\$200.00	
	Decorations and Supplies	-\$640.52	
	Invitations	-\$175.00	
	Invitation Envelopes	-\$140.00	Can use next year too
	Tickets	-\$60.00	
	Lawn Banner	\$0.00	(Donation by Matt Wilson)
	Round Posters	-\$290.00	
	Sponsor Champagne Glasses	-\$429.85	
	Melon Ice Cream Giveaway	-\$68.00	
	Orange Carpet	-\$226.04	
	Liquor Permit and Insurance	-\$100.00	
	<b>TOTAL EXPENSES</b>	<b>-\$12,110.39</b>	
	<b>NET PROFIT/LOSS</b>	<b>-\$2,610.34</b>	
<b>Festival Tent</b>			
Income-split 50/50			
	Lake Trust Sponsorship	\$8,000.00	
	Online and DDA Office Ticket Sales	\$742.27	(\$642.27 was Paypal, \$100 was cash/check)
	Door Ticket Sales	\$3,265.00	collected by LAC
	<b>TOTAL INCOME</b>	<b>\$12,007.27</b>	
Expenses-split 50/50			
	Beer Purchase	-\$1,323.00	
	Food Purchase	-\$547.35	Bennigan's, Middletown Mrkt, Rocky Ridge, Renee Chadkow.
	Tent/Chair/Table Rental	-\$1,451.00	
	Signage	-\$115.00	
	Misc.	-\$709.47	Blythe, Misc. LAC purchases
	DJ	-\$500.00	
	Bottled Water (10 cases)	-\$40.00	
	Sponsor Pint Glasses (756)	-\$1,160.24	Many left over - will use in 2011 if Lake Trust sponsors
	<b>SUBTOTAL EXPENSES</b>	<b>-\$5,846.06</b>	
	50% cut for LAC	-\$3,025.50	
	<b>TOTAL EXPENSES</b>	<b>-\$8,871.56</b>	
	<b>NET PROFIT/LOSS</b>	<b>\$3,135.71</b>	
<b>Medilodge BBQ</b>			
Income	Sales	\$2,141.75	

Expenses	Rec. Authority 50% cut	-\$1,070.88	
	<b>NET PROFIT/LOSS</b>	<b>\$1,070.87</b>	
<b>Melon Carts</b>			
Income	Cart Sales	\$2,453.00	
Expenses	Melons	\$0.00	(Meijer in-kind donation)
	Awning Fabric	-\$117.91	
	Banners	\$0.00	(Matt Wilson Donation)
	TOTAL EXPENSES	-\$117.91	
	<b>NET PROFIT/LOSS</b>	<b>\$2,335.09</b>	
<b>Candy Carts</b>			
Income	Cart Event Sales	\$151.15	
Expenses	Candy Supplies	-\$442.06	
	<b>NET PROFIT/LOSS</b>	<b>-\$290.91</b>	
<b>Kute Kid/Beaut. Baby</b>			
Income	Contest Collections @ Citiz. Bank	\$1,175.33	(before subtracting \$300 cost of savings bonds)
Expenses	Containers	-\$372.32	Extra containers to be returned
	Savings bonds	-\$300.00	
		-\$672.32	
	<b>NET PROFIT/LOSS</b>	<b>\$503.01</b>	
<b>Melon Festival Merchandise</b>			
Income	Online Sales	\$187.77	(thru 10/1)
	DDA Office and Event Sales	\$2,142.50	Through 10/1
	<b>TOTAL INCOME</b>	<b>\$2,330.27</b>	
Expenses	T-Shirts (250)	-\$1,773.50	
	Lapel Pins (500)	-\$1,157.40	
	Hats (150)	-\$1,148.96	
	Shop Club Button (500)	-\$272.96	will use button in 2011
(Design Comm. Budget)	Walk Through Time (1000)	\$7,000.00	(\$7,000 print cost, but 50% chamber paid-Design Comm. Budget)
	Pint Glass Set (24)	-\$215.16	
	<b>TOTAL EXPENSES</b>	<b>-\$4,567.98</b>	
	<b>NET PROFIT/LOSS</b>	<b>-\$2,237.71</b>	
<b>Sat. Night Movie</b>			
Income	Flagstar Sponsorship	\$750.00	
Expenses	Movie	-\$321.00	
	Screen rental	-\$450.00	
	Popcorn	-\$48.17	
	TOTAL EXPENSES	-\$819.17	
	<b>NET PROFIT/LOSS</b>	<b>-\$69.17</b>	
<b>Logistics</b>			

All Expenses	Tents/chairs/tables	-\$1,454.00	Does not include Melon Ball charges	
	Electrical Panels	-\$1,993.80		
	Electricity Usage	-\$285.00		
	Mini Compactor	-\$150.00		
	Recycling Service	-\$525.00		
	Shuttle Service LETS	-\$1,154.05		
	Radio Rental	-\$520.00		
	Fire Dept' Staffing	-\$2,441.67		
	Heslip Audio	-\$900.00		
	Security Service	-\$693.75		
	Porta Potties	-\$2,055.00		
	Dumpster	-\$300.00		
	County Use of Grounds Fee	-\$25.00		
	Ethernet Cable for Ann. Alley	-\$52.28		
	Boy Scout Clean-Up	-\$931.00		
	Committee polos, aprons, trophies	-\$1,315.50		
	Pepsi Products	-\$1,168.00	Sold to food vendors and at Info Booth, and used for volunteer refreshme	
	<b>TOTAL EXPENSES</b>	<b>-\$15,964.05</b>		
<b>Entertainment</b>				
Income	Art Van Sponsorship	\$1,500.00	Children's Stage and Nature Bus	
	MCACA and MI Humanities Council	\$480.00	Drummunity-not rec'd yet	
	<b>TOTAL INCOME</b>	<b>\$1,980.00</b>		
Expenses	Scottville Clown Band	-\$3,000.00		
	Lord of the Gourd	-\$400.00		
	Jill Jack	-\$1,000.00		
	Howell Nature Center Bus	-\$250.00		
	Drummunity	-\$1,200.00		
	Animal Magic	-\$450.00		
	Pedal Pullers	-\$550.00		
	Mad Science	-\$620.00		
	Lance Sherwood	-\$250.00		
	<b>TOTAL EXPENSES</b>	<b>-\$7,720.00</b>		
	<b>NET EXPENSES after SPONSORSHIP</b>	<b>-\$5,740.00</b>		
<b>Marketing/Promotion</b>				
All Expenses	Tanger Banner	-\$970.00	(Retail price of 2,145-donation by Matt Wilson)	
	Howell Twp. Sign permit fee	-\$75.00	(for Tanger banner)	
	13 Melon Festival Banners	\$0.00	(\$908 donation by Matt Wilson)	
	A2 Art Mag Ad	-\$200.00		
	LPJ Day Trip Planner Listing	-\$95.00	Livingston Parent Journal	
	1/3 pg flyers (30K)	-\$780.00		
	Posters	-\$118.00		
	A-Frame 4x4 signage	-\$1,624.43	Just new panels-12 signs, some double-sided	
	WHMI Radio Ads	-\$1,400.00	Includes \$150 whmi.com banner ad	
	MFEA Event Listing and Membership	-\$150.00		
	Marketing Consulting-Touch IC	-\$1,930.75	(web copy, radio scripts, meetings, vol. press releases, etc.)	
	Graphic Design	-\$4,449.00	(Invites, web banners, posters, flyers, maps, logo, banners, LCP ads, etc.)	
	Website and E-Commerce Design	-\$2,000.00	(3.7 Designs)	
	Web Hosting and Domain Regi	-\$106.00		
	Volunteer Shirts	-\$1,213.38	(Pepsi covered \$791.38 of this)	
	<b>TOTAL MARKETING/PROMOTION</b>	<b>-\$15,111.56</b>		

<b>MISC. Events</b>				
<b>Carnival and Inflatables</b>				
Income	10% from gross ticket sales	\$2,500.00	(estimate-not rec'd yet)	
Expenses	Eccentric Entertainment Fee	\$6,400.00		
	<b>NET PROFIT/LOSS</b>	<b>-\$3,900.00</b>		
<b>Trolley Tours</b>				
Income	Online/office Ticket Sales	\$187.46	(all proceeds to benefit Historical Soc.) inc. \$20 check payment in house	
	Event Ticket Sales	\$952.00	(Collected at door by Hist. Soc.)	
Expenses	Trolley Rental	\$2,304.00		
	<b>NET PROFIT/LOSS</b>	<b>-\$2,304.00</b>	(Festival invested in Tour by covering 100% cost of Trolley)	
<b>Boat Cruises</b>				
Income	10% of ticket sales	\$500.00		
Expenses	Dumpster at Boat Launch	\$75.00	(Humane Soc. To pay other 1/2)	
	<b>NET PROFIT/LOSS</b>	<b>\$425.00</b>		
<b>Anniversary Alley</b>				
Income	N/A			
Expenses	Picture Blow-Ups	-\$702.00		
	Misc. Hardware	-\$141.53		
	<b>NET PROFIT/LOSS</b>	<b>-\$843.53</b>		
<b>Diesel Train Rides</b>				
Income	10% of gross ticket sales (710 tickets)	\$1,240.00	(estimate-payment not rec'd yet)	
Expenses	N/A			
	<b>NET PROFIT/LOSS</b>	<b>\$1,240.00</b>		
<b>Melon Toss</b>				
Income	contest fees	\$20.00		
<b>Rotary Ice Cream</b>				
Income	25% of Ice Cream Sales	\$1,300.00	have not rec'd yet	
	<b>TOTAL ALL MISC. EVENTS</b>	<b>-\$4,062.53</b>		
<b>Vendor Fees Income</b>				
<b>Arts &amp; Crafts Vendor Fees</b>	Fees waived for 2010	\$0.00		
<b>Sidewalk Sale Vendor Fees</b>		\$3,105.00		
<b>Food Vendor Fees</b>		\$2,250.00		
<b>Pepsi Truck Sales</b>	To food Vendors	\$800.00		
	From Info Booth	\$289.75		
	<b>TOTAL VENDOR FEES INCOME</b>	<b>\$6,444.75</b>		
<b>CASH SPONSORSHIPS SUMMARY</b>				
	Citizen's Insurance (Signature)	\$5,000.00		
	Lake Trust Credit Union (Fest. Tent)	\$8,000.00		
	HRC (Ball)	\$3,500.00		
	Ballard Group (Ball)	\$2,000.00		
	Art Van (Entertain.)	\$1,500.00		
	Pepsi	\$1,291.38	(\$500+cost of volunteer shirts-not including adding MF logo on front)	
	Flagstar Bank (movie)	\$750.00		
	Meijer	\$1,000.00	not received yet	
	Business Supporter Fees	\$805.00	\$35 sponsorships from businesses	
	MCACA and MI Humanities Grant	\$480.00	not received yet	
	<b>TOTAL Cash Sponsorships</b>	<b>\$24,326.38</b>		
	TOTAL Cash Sponsorships-Not ind. Listed w events	\$8,096.38	Sub-total for those sponsorships not associated and listed with a specific	

	INCOME	EXPENSES	EVENT NET
<b>Melon Ball</b>	\$9,500.05	-\$12,110.39	<b>-\$2,610.34</b>
<b>Festival Tent</b>	\$12,007.27	-\$8,871.56	<b>\$3,135.71</b>
<b>Medilodge BBQ</b>	\$2,141.75	-\$1,070.88	<b>\$1,070.87</b>
<b>Melon Carts</b>	\$2,453.00	-\$117.91	<b>\$2,335.09</b>
<b>Candy Carts</b>	\$151.15	-\$442.06	<b>-\$290.91</b>
<b>Kute Kid/Beaut. Baby</b>	\$1,175.33	-\$672.32	<b>\$503.01</b>
<b>Melon Festival Merchandise</b>	\$2,330.27	-\$4,567.98	<b>-\$2,237.71</b>
<b>Sat. Night Movie</b>	\$750.00	-\$819.17	<b>-\$69.17</b>
<b>Logistics</b>	N/A	-\$15,964.05	<b>-\$15,964.05</b>
<b>Entertainment</b>	\$1,980.00	-\$7,720.00	<b>-\$5,740.00</b>
<b>Marketing/Promotion</b>	N/A	-\$15,111.56	<b>-\$15,111.56</b>
<b>MISC. Events</b> Carnival, Trolley, Boat, Ann. Alley, Diesel Train, Melon Toss		<b>-\$4,062.53</b>	<b>-\$4,062.53</b>
<b>Vendor Fees Income</b> Arts/Crafts, Sidewalk, Food, Pepsi/Ice	<b>\$6,444.75</b>		<b>\$6,444.75</b>
<b>Cash Sponsorships not in Events</b>	<b>\$8,096.38</b>		<b>\$8,096.38</b>
	<i>INCOME</i>	<i>EXPENSES</i>	<i>NET</i>
			-\$24,500.46
<b>GRAND TOTAL</b>	\$47,029.95	-\$71,530.41	<b>-\$24,500.46</b>

## **Downtown Business Update Updated October 20, 2010**

### **New Businesses:**

1. **The Spinning Loft**, 202 S. Michigan Ave.
2. **Brewer-Bouchey Monument Co. – 216 W. Grand River**
3. **Northstar Capital Group – Attorney and Marketing Office** (208 W. Grand River)
4. **The Bead Gallery 2** – 114 State Street
5. **Diamond's Steak and Seafood** – New Owners
6. **Key Properties/Tammy Miller** - 120 State Street – was formerly in this space

### **Coming Soon:**

1. **Attitude Bistro**, 106 E. Grand River (Postponed)

### **Businesses Relocating/Moved:**

1. **Five Star Shirts** – Moved from 204 W. Grand River to 102 N. Michigan Ave.
2. **Denise Policella Attorney** – Moved from 102 N. Mich. To 110 ½ N. Michigan

### **Businesses Closed/Closing:**

- 1.

### **Buildings for Sale**

1. *206 S. Michigan Ave.*, Former Glenn's School of Dance
2. *208 S. Michigan Ave.*, Former Glenn's School of Dance
4. *118 W. Grand River Ave.*, Former Spag's
5. *209 W. Grand River Ave.*, 1st Floor occupant, Country Squire (*Willing to down size and/or sell building*) (*reduced to \$699,000*)
6. *116 N. Michigan Ave.*, Former Tea Time Fun
7. *120 W. Grand River Ave.*, Current tenant Lady Rebecca's Choice
8. *122 W. Grand River Ave.*, Former Swann's (price reduced)
9. *204 W. Grand River Ave.* (listed, but not motivated)
10. *111 – 113 N. Michigan Ave.: Current tenant - Alternative Healing Arts and Alley Side (\$800,000)*
11. Banker's Square Condo facing State for sale, \$34,900
12. 203 W. Grand River - Heller's Flowers \$100,000 (?)

### **Spaces for Lease**

1. 116 N. Michigan Ave., Former Tea Time Fun
2. 207 N. Michigan Ave. (Ste 200 office, 2,443 s.f. \$15/s.f. NNN)
6. 213 E. Grand River Office Space - \$1,330/month + Utilities
7. 124 State St. Ste 200 (10x12 ft. office, \$500/month, includes utilities, shared with Hansen)
8. 202 S. Michigan (4,900 s.f., \$14/s.f. NNN)

### **Apartments for Lease**

1. 110 W. Grand River Ave. 800 s.f. (\$650, including all utilities)
2. 201 W. Grand River Ave. (2)
3. 111 N. Michigan Ave. 800 s.f. Basement Office
4. 113 N. Michigan Apt. C (650 sq.ft., \$650/month + utilities)
5. 113 E. Grand River (Pur-Se to move) 1,700 s.f. retail, \$1,800/month NNN