

# Minutes

**Downtown Development Authority  
Regular Meeting  
Wednesday, March 17, 2010  
Main Street Office  
118 E. Front St.**

Chairperson Floraday called the meeting to order at 7:51 a.m.

## **1. Roll Call**

Present: Chairperson Rick Floraday, Vice-Chairperson Ken Wickenheiser, Treasurer Mary Gail Beneteau, Gabe Martin, Janet Berns, Mayor Clark, Kimberle Daniels (a 8:10), Cheri Weakly  
Excused: Michelle Cloutier  
Absent: Barry Kinsey  
Staff: Andrea Jones  
Guests: Jeanne Micka

## **2. Consent Agenda**

- A. March Agenda
- B. February 17, 2010 MSM/DDA meeting minutes  
March 2, 2010 MSM/DDA special meeting minutes
- C. February Financial Reports

It was moved by Ms. Berns and seconded by Mayor Clark to approve the Consent Agenda as presented.

*Motion carried unanimously.*

## **3. 2009-2010 Work Program**

### **A. Committee Reports**

- Organization – Minutes were enclosed in the meeting packet.
  - Downtown Development Authority Business Guide  
Ms. Jones requested final changes to the draft business guide that was in the packet. There were some changes and questions mentioned.
  - Marketing Folders-Will be Shown at the Meeting  
Ms. Jones showed the Board the Marketing Folders.
- Promotion – Minutes were enclosed in the meeting packet.

- Video Marketing Campaign  
Ms. Jones explained the purpose of the campaign and what it could include. It was suggested that the contract be reviewed by the City Attorney before coming to the Board for approval.

It was moved by Treasurer Beneteau and seconded by Mr. Martin to accept the recommendation to develop a contract with TK Productions and budget for the video marketing campaign, with both items coming back before the Board for final approval once developed.

***Motion carried unanimously.***

Ms. Daniels arrived at the meeting at 8:00am.

- Kiosk Poster  
Ms. Jones explained the purpose of the “you are here” poster and what could be included as well as preliminary cost estimates.

It was moved by Mr. Martin and seconded by Ms. Weakly to allow the Promotion Committee to move forward with producing kiosk posters with a budget of \$500.00.

***Motion carried unanimously.***

- Design – Minutes were enclosed in the meeting packet.
- Economic Restructuring – No meeting.
- Façade Grant Committee – Minutes were enclosed in the meeting packet.
- Capital Improvements Committee – Minutes were enclosed in the meeting packet.

- Stepping Stone/United Way Parking Lot Plan  
Chairperson Floraday explained the preliminary elements that the Capital Improvements Committee recommend including in the design of the parking lots. There was discussion regarding the different options for the properties. There was discussion regarding the ordinances related blight along those properties bordering the parking lots. There was discussion regarding the next steps in developing design plans.

It was moved by Mr. Martin and seconded by Ms. Daniels to have Ms. Jones create an RFP including the elements listed by the Capital Improvements Committee.

***Motion carried unanimously.***

- West Front Street Kiosk  
Ms. Jones described the location of a possible new kiosk on West Front Street by the Weipert parking lot.

It was moved by Mr. Martin and seconded by Ms. Weakly to move forward with the research and development of a kiosk on West Front Street.

*Motion carried unanimously.*

#### **4. Other Business**

##### **A. Michigan Downtown Association Conference-November 5, 2010**

Ms. Jones explained the responsibilities for the host community for the conference.

The Board listed several speaker topics to be forwarded to the conference committee.

#### **5. Communications**

Comments:

Ms. Jones reminded the Board to review the business guide for changes and send her any additional topics for the conference. She provided information on the Jinn movie shoot that will take place on March 31-April 1. There was discussion on what the movie shoot would entail. There was discussion regarding a downtown clean-up.

Ms. Jones gave an update on Wayfinding and stated that larger signs were on order since the original signs were too small. She requested that the Board look at the sign on Jones Avenue once the larger signs are up. She gave the status of the project and next steps. The winter banners will be down by the end of March. She also gave an update on the summer flowers.

There was discussion regarding a man that has been harassing businesses. The police department is aware of the issue and some businesses have gotten no trespassing orders against him.

Jeanne Micka presented information about the June Little Big Horn Associates Conference and Custer Statue re-dedication. She requested that businesses put red, white and blue decorations in their windows. Mayor Clark stated the preliminary timeline for the Custer Statue re-dedication.

Ms. Weakly mentioned that other cities have seconds count downs on their walk/don't walk signs.

There was discussion regarding the trail to Sterling State Park.

#### **6. Adjournment**

A motion to adjourn was made by Mr. Martin and seconded by Mayor Clark at 9:05 A.M.

*Motion carried unanimously.*