

# Minutes

**Downtown Development Authority  
Work Session  
Wednesday, January 7, 2009  
Main Street Office  
118 E. Front Street**

## **1. Roll Call**

Present: Chairperson Rick Floraday, Vice-Chairperson Frank Wszelaki, Treasurer Mary Gail Beneteau, Janet Berns, Gabe Martin (a 7:55), Cheri Weakly, Barry Kinsey (e 8:45), Kimberle Daniels (a 8:15, e 9:10), Ken Wickenheiser, Mayor Worrell (a 9:00)

Excused: Doug Chaffin

Absent: Michelle Cloutier

Staff: Andrea Jones

Guests: none

## **2. JAWS/Bill Sisk Contracting for holiday décor removal**

Ms. Jones explained issues relating to the duration of the JAWS crew operating for the City each year.

Mr. Martin arrived at the Work Session at 7:55 am.

There was discussion as to options for taking down those decorations for which the MSM/DDA is responsible. Ms. Jones stated that the MSM/DDA could contract with Bill Sisk at a cost of his pay per hour to have the JAWS crew take down the decorations. The larger the crew that he provides, the less time it will take to remove the decorations and the less cost it will be to the MSM/DDA. No one offered other suggestions for removing the decorations. Ms. Jones will contract with Mr. Sisk to have the decorations removed.

## **3. Snow Removal during Snow Emergency discussion**

Ms. Jones explained the regulations of a Snow Emergency and the situation that arose during the last Snow Emergency with regard to cars parked on the street.

Mayor Worrell arrived at the Work Session at 8:00 am.

There was discussion regarding different ways to address cars that are parked on Snow Emergency Routes so that streets and parking bays can be properly cleared. There was discussion regarding notification of Snow Emergencies. Suggestions were given

including, ticketing, towing, coning off parking spaces, notification, etc. Scenarios were given as to consequences to different actions.

Ms. Daniels arrived at the Work Session at 8:15 am.

There was discussion regarding options for the MSM/DDA contracting to clear streets and parking bays. The Board agreed to have volunteers from the Board meet with Patrick Lewis and possibly George Brown to discuss the procedures during snow clearing. The Board felt that actions stated in the Ordinance should be enforced.

#### **4. Goals & Objectives**

Ms. Jones explained the information distributed and explained the process for developing Goals and Objectives.

The Board prioritized the topics/categories listed at the previous work session. Aesthetics was moved to the top of the list. There was discussion about creating a more appealing environment downtown that would draw businesses in instead of direct business recruitment.

1. Aesthetics/Capital Improvements/Parking
2. Businesses/Incentives
3. Marketing
4. Partnerships

The Board used their prioritized projects to develop goals:

Different projects were given that could achieve improvements to downtown.

1. Provide a clean environment downtown through physical, functional and visual enhancements.

Without direct recruitment, it is still important to have a goal directed towards businesses in order to help them in other ways that may arise throughout the year.

2. Create an inviting physical and financial environment to retain and attract businesses.

There was discussion regarding communication. Partnerships are important to help spread the word about what is going on downtown.

3. Promote downtown information and amenities to residents, businesses, partnerships and the region.

Partnerships was removed as an individual priority since it was combined with Marketing.

The Board developed Objectives for each Goal:

1. Façade Grant Program  
Infrastructure improvements  
Parking lots

Aesthetics  
Wayfinding signage

There was discussion regarding Wayfinding signage including the need of the signs and the status of the project.

Mr. Kinsey excused himself from the remainder of the Work Session at 8:45 am.

There was discussion regarding who should be involved in the Wayfinding study and what the process might be to complete it. The Board requested that the Design Committee make a presentation to the Board showing the status of the project and what has been completed to date.

There was discussion regarding Objectives for Goal #2. There was discussion regarding the Executive Director becoming more of a coordinator with businesses and bringing together the right people to help businesses have the proper information instead of direct recruitment efforts.

Ms. Daniels excused herself from the remainder of the meeting at 9:10 am.

The Board agreed that there didn't need to be Objectives listed under Goal #2 at this point. Different projects/partnerships were discussed that could fit under the Goal if the Board decided to pursue them throughout the year. There was discussion on the increased visibility of the MSM/DDA. There was discussion regarding the MSM/DDA focusing on promoting specific buildings or purchasing and renovating buildings.

There was discussion regarding Objectives for Goal #3. There was discussion regarding ways to communicate help to current businesses. There was discussion regarding who to market to and how to promote that.

3. Develop tourism materials (ex. new commercial, brochure, etc.)
  - Increase local communication
  - Expand on Buy Local
  - Support community events
  - Develop promotional items (ex. weekend packages, wine tasting, etc.)

There was discussion regarding promotional events in other communities.

## **5. Budget Submittal Timeframe**

Ms. Jones gave the approval timeframe for the budget. There was discussion regarding how the budget could be divided up based on the Work Session Goals and Objectives and committee requests.

Due to lack of further business, the Work Session was adjourned at 9:24 am.