

**DOWNTOWN DEVELOPMENT AUTHORITY
REGULAR MEETING AGENDA**

Wednesday, November 8th, 2017 at 6:30 PM

Governmental Center, 315 Bridge Street

Board Members - Please notify The Chair or Village Office if you will not be attending

1. Call to Order
2. Roll Call
3. Approval of Agenda
4. Approval of Minutes of Regular Meeting of October 11th, 2017
5. Public Comments- Citizen Comments
6. Treasurer's Report
 - a. Financials –attached separately
7. Coordinator's Report – attached separately
8. Sub Committees
 - a. Events Committee
 - i. Approval of Minutes
 1. October 11, 2017
 2. November 1, 2017
 - ii. Events Business
 - b. Infrastructure Committee
 - i. Approval of Minutes
 1. November 1, 2017
 - ii. Infrastructure Business
 - c. Business Development
 - i. Approval of Minutes – No meeting
 - ii. Business Development Business
 - d. Speedway Lease Revenue
9. Unfinished Business
 - a. Project Updates
 - i. Façade Grant Status
 - ii. TC to Charlevoix Trail
 - b. Speedway Lease Revenue Proposal
10. New Business
 - a. Budget Planning
 - i. Committee Priority Lists
11. Public Comments – General
12. Adjournment

The Mission Statement of the DDA is:

The DDA will be the catalyst for enhancing the overall health of the business community while preserving the character and supporting commerce in Elk Rapids.

The Vision Statement of the DDA is:

Creating a vibrant sustainable place where people and business thrive.

Conflict of Interest Statement:

ANY DDA MEMBER WHO BELIEVES THAT HE OR SHE HAS A CONFLICT OF INTEREST REGARDING ANY ITEM ON THIS AGENDA SHALL SO STATE THAT CONFLICT. DOES ANY MEMBER BELIEVE THEY HAVE A CONFLICT OF INTEREST REGARDING ANY ITEM ON THIS AGENDA?

PUBLIC NOTICE ANNOUNCEMENT
VILLAGE OF ELK RAPIDS NOTICE OF COMPLIANCE WITH ADA MEETINGS

The Village of Elk Rapids shall provide reasonable auxiliary aids and services, such as signers for the hearing impaired and individuals with disabilities at meetings/hearings upon five (5) days' notice to the Village. Individuals requiring auxiliary aids or services should contact the Village of Elk Rapids by writing or calling the following:

William Cooper, Village Manager
PO Box 398
315 Bridge St.
Elk Rapids, MI 49629 (231)

With seven days advance notice, accommodations can be made for persons with disabilities and/or limited English speaking ability, and persons needing auxiliary aids or services of interpreters, signers, readers or large print.

Con siete días de anticipación, el alojamiento se pueden hacer las personas con discapacidad y / o capacidad limitada de habla Inglés, y las personas que necesitan ayudas auxiliares de servicios de intérpretes, los firmantes, lectores o en letra grande.

Với bảy ngày thông báo trước, phòng có thể được thực hiện cho người khuyết tật và / hoặc hạn chế khả năng nói tiếng Anh, và những người cần hỗ trợ các dịch vụ phụ trợ của thông dịch viên, những người ký tên, người đọc hoặc in lớn.

Nrog xya hnuv ua ntej daim ntawv ceeb toom, kev kho kom haum yuav ua rau cov neeg muaj kev tsis taus thiab / los yog tsis tau lus Askiv hais lus muaj peev xwm, thiab cov neeg hu ua deductible lwm yam kev pab ntawm cov kev pab cuam ntawm cov neeg txhais lus, signers, txawj nyeem ntawv los yog sau loj.

與7天前通知，住宿可以為殘疾人和/或有限的英語口語能力，並需要口譯，簽名，讀者或大型印刷服務的輔助器材的人的人進行。

مع وجود اشعار مسبق من سبعة ايام، يمكن توفير مترجمين، مخ تصدين ب لغة الاشارة، قارئ، او حروف كبيرة الحجم لذوي ال handicaps، وهؤلاء لال الذين يتكلمون ال لغة الانجليزية ب طلاقة.

DDA Regular Meeting **DRAFT** Minutes
Wednesday, October 11, 2017
Government Center, 315 Bridge Street

1. Meeting called to order @ 6:31 by Thomas.
2. Roll Call
Present: Fitzpatrick (arrived 6:35), Haley, Knecht, Janisse, Simpson, Thomas, Wittbrodt, Witte
Absent: Wayne
Also present: Bill Cooper
3. Welcome New Board Member - Karen Simpson
4. Approval of Agenda
Motion by Wittbrodt, second by Knecht to approve with one modification - Approval of Minutes should read Sept. 13, 2017. Motion carried.
5. Approval of Minutes of Regular Meeting of September 13, 2017.
Motion by Wittbrodt, second by Witte. Motion carried.
6. Public Comment - Laura Savoy reminded all of 'Fall Farmers Market' starting Friday, at HERTHA.
7. Treasurer's Report - no questions.
8. Coordinator's Report - Baker was unable to attend due to conflicting event in East Jordan.
9. Sub Committee Reports
 - a. Events Committee
 - i. Approval of Minutes - None.
 - ii. Update - Haley updated that two meeting were held today so as to include as many members as possible and get all input. Working on 'Shop Local' (Sat. Nov. 25) and 'Holiday Open House' (Sat. Dec. 9) which will be 2 separate events this year. Previously these had been combined but merchants found more fun was being had than shopping.
 - b. Infrastructure
 - i. Approval of Minutes - Motion by Haley, second by Wittbrodt. Motion carried.
 - ii. Update - Holiday Lights - Previous contract has expired. DPW, Beautification and DDA have been working on plan and quotes to hang real garland, lights, bows, 10 new snowflake motifs and branch wrapping of 20 River Street trees. DPW budget is approx. \$4000. Beautification has offered to purchase garland and bows (cost of \$2500). Depending on the extent of the plan, there is still a considerable shortfall. DDA does not currently have monies in their budget to cover this expense. Wittbrodt has contacted a local individual willing to hang the garland at a more affordable price but hasn't received a quote to date. Haley can reach out to Shine for a revised quote. Motion by Wittrodt, second by Haley to continue discussion at Special meeting set for Friday, Oct. 13, 8 a.m. and look at any new options.

- c. Business Development
 - i. Approval of Minutes - Motion by Wittbrodt, second by Haley. Motion carried.
 - ii. Update - No update.

- 10. Unfinished Business
 - a. Vice Chair Election - Motion by Haley to nominate Simpson. Simpson declined nomination. Motion by Simpson to nominate Wittbrodt. Wittbrodt excepted nomination. Second by Haley. Motion carried.
 - b. Project Updates
 - i. Facade Grant - no updates
 - ii. TC to Charlevoix Trail - Still looking for funding for preliminary engineering plan. Some pledges have come in but guesstimate is \$50K is needed. Amanda has a call in to Tribe as to status of grant request.
 - c. Speedway Lease Revenue - Janisse updated that Amanda will be presenting this to council at the Monday meeting.

- 11. New Business
 - a). Letter of Support for Library Expansion - Janisse will abstain from discussion and vote. Thomas asked if board wanted to provide an official letter of support from DDA as a whole. Witte noted DDA mission and vision statement are in alignment with Library case proposal, and voiced his support. Wittbrodt noted the architects proposal was very impressive and addressed the many residents' concerns. Cooper clarified that no cost or budget has yet been determined for the project. Mary Lobisco from the audience commented that she was concerned about project costs. Motion by Haley, second by Wittbrodt for the board as a whole to provide formal letter of support for the Library to continue with their expansion plans. Roll call vote taken. In favor; Haley, Wittbrodt, Witte. Nays; Fitzpatrick, Knecht, Thomas, Simpson. Janisse abstained. Wayne was absent. Motion failed.

- 12. Public Comments - Trish Perlman noted there is a Library Board meeting coming up. Haley asked for clarification on DDA board member requirements. Policy states that only one member has to actually live in the district and 5 members should have an interest in downtown but, the rest of the members do not need to meet those requirements. Thomas mentioned NLEA is having a new business night.

- 13. Adjournment
 - Motion by Knecht, second by Haley to adjourn the meeting at 8:25 p.m.. Motion carried.

Minutes submitted by Carol Haley

Elk Rapids
DOWNTOWN DEVELOPMENT AUTHORITY

Coordinator's Report
November 8, 2017

2017 Work Plan Updates

- a) Meet with and collect contact information for all DDA district stakeholders
- b) Develop & Maintain a communication database and campaigns
 - i) October Newsletter Stats
 - (1) Sent to 136, 39.3% Open Rate (Decent open rate, though down a little from last month)
 - ii) Facebook Metrics (October)
 - (1) Total Likes: 459 (17 new)
 - (2) Most Engaged Day: 10/30/17 (Zombie Band)
 - (3) Total Reach: 2,563 Unique Users (Up 15% from last month)
- c) 2018 Annual Planning Meeting
 - i) Priority Projects being chosen in Committees
 - ii) See Agenda Item 10.a.i.
- d) 2017 Annual Report – Done
- e) 2018 Annual Budget
 - i) Working to hammer out numbers for new Attachment 16 reimbursements to determine approximate numbers for next year.
- f) Establish Priority Subcommittees – See Agenda Items
 - i) Events- First Wednesday of the Month 3:30 pm, Government Center
 - ii) Infrastructure- First Wednesday of the Month 8:30 am, Government Center
 - iii) Business Development- Second Wednesday of the Month, 5:30 pm, Government Center
- g) DDA Activities
 - i) RDA Liquor License Questions

Agenda Items

1. **Façade Grant Status** (Unfinished Business, item b. i.)
Projects continue to run smoothly.
2. **TC to CHX Trail** (Unfinished Business, item b. ii.)
Call in to the tribe to find status on the 2% Grant application.
3. **Speedway Lease Revenue Proposal** (Unfinished Business, item c.)
Proposal was accepted by Council on a year to year basis. Money was transferred over that had been collected thus far and Council will vote again for the 2018/2019 fiscal year. This money was approved based on the projects chosen by the DDA during the May Meeting (Wayfinding, Sidewalk Cleaning, and Trash Bins.)
4. **Budget Planning** (New Business, Item a.)
We don't have a pattern for the Attachment 16 Reimbursements to work with quite yet, though we believe this will drop our expenses approximately \$12,000- \$15,000. This will essentially be the DDA's working budget. Each committee has been asked to prioritize their projects based on items they know they will be spending money on as well as projects they would like to move forward. Hoping to have more solid numbers at the December meetings to fit those projects in and draft budget for approval at December Board Meeting. See attached 2018-2019 Budget Planning Report.

Elk Rapids DDA

2017-2018 Budget Planning Report

The DDA Budget money comes from the TIFA capture from Districts 2 and 3. Monies come in from the Village, County, Township, and Library. The annual expenses for the DDA include the principle and interest on the bond and the reimbursement (attachment 16) that goes back to all taxing entities aside from the Village based on how much tax increase is captured.

The Village also requires at least 20% of the annual expenses should be set aside as a fund balance to be prepared for any unforeseen changes in TIFA capture or other similar events. Generally experts recommend a higher fund balance of 35%. To this end the DDA Board has previously agreed to maintain the fund balance at \$35,000, approximately 35% of the annual expenses.

Working Funds

2017-2018 saw an increase in working funds as the board spent down part of the fund balance to gain momentum in accomplishing projects. While working with approximately \$10,000 in working funds the Board was able to start the sidewalk cleaning cycle, hire an events coordinator, assist Beautification with tree well solutions, and increase holiday lighting. Because this funding essentially came out of the DDA's savings, it will not be available again for the 2018-2019 season.

The DDA was also allotted part of the revenue collected thus far from the lease agreement between the Village and Speedway. This money was approved by council based on the proposal the DDA voted on to use it for Infrastructure projects including Sidewalk Cleaning, Wayfinding, and Trash Bins. We will be able to use the funds granted to us in 2017 for these projects in the 2018-2019 budget.

2018-2019 will also see a decrease in the attachment 16 reimbursement payments due to a corrected accounting error. These reimbursements have not yet been calculated as not all tax payments are in, though the difference is projected to be between \$12,000 and \$15,000. This is the number range the DDA should have in mind for working funds for the 2018-2019 fiscal year.

I recommend the Board continue to use the momentum started in 2017 and keep their focus for 2018 on the 3 priority goals of Infrastructure, Events, and Business Development. Looking at the cost of various projects in each goal I would recommend the following split:

Priority Goal	Percentage of Working Funds	Approximate '18-'19 Funding
Infrastructure	50%	\$6,000 - \$7,500
Events	30%	\$3,600 - \$4,500
Development	20%	\$2,400 - \$3,000

Working within these parameters the DDA should work with the lists of projects from each committee to organize based on priority to form a rough draft of the budget. After the 2017-2018 reimbursements are made, a more solid draft will then be made for approval at the December meeting before sending on to Council for final approval.