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 of 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 fírmantes, 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 kỵ tên, người đọc hoặc in lớn.

Nrog xya hnuab 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 أيام، يمكن توفر مترجمين، محتوى تصميم باللغة الإنجليزية، و/أو حروف كبيرة للذين لديهم الاحتياجات الخاصة، وهولاء الادلين ي تكلمون اللغة الإنجليزية بطلاقة.
1. Meeting called to order @ 6:33 by Thomas

2. Roll Call
   Present: Fitzpatrick, Knecht, Scram, Simpson, Thomas, Wittbrodt
   Excused: Excused: Haley, Janisse, Witte, Wayne, Werner

3. Approval of Agenda
   Motion by: Fitzpatrick, Second by Knecht – Motion Carried

4. Approval of Minutes of Regular meeting of December 13, 2017
   Motion by: Knecht, Second by Scram – Motion Carried

5. Public Comment – Correction to misspelled last name in public comment section of prior meeting, Partner in new Yoga studio is Jan Boettcher. Trisha commented on lovely Christmas and Hannukah wishes expressed in the Elk Rapids Press as well as the beauty of the decorations in town.

6. Treasurers' Report – No new information
   Motion by: Knecht, second by Fitzpatrick to approve as presented – Motion carried

7. Coordinator's Report – Baker reported that she is preparing for the Annual Report. The budget has been submitted with line items included. Baker is searching a new grant list for new grant opportunities.
   Motion by: Knecht, second by Fitzpatrick – Motion Carried

8. Committee Reports
   A. Events Committee
      1. Motion by Wittbrodt, second by Scram to approve minutes from 01/03/18 meeting
         Motion Carried
      2. Next event – Pajama Party, to be handled by merchants
      3. Future event planning to Include Chili Cook-Off, Fashion Show, and Fall Food Festival to be discussed at next Event Meeting
   B. Infra-Structure
      1. Motion to approve minutes from prior meeting by Wittbrodt, second by Scram
         Motion Carried
      2. Update – Looking for grants with Baker, Beautification Committee will spearhead and DDA will help. There are three choices for trash bins. Brad/ERDPW to make selection. Use money from Speedway if it is in the budget. Welcome sign discussed. After proper planning, grant dollars would likely be the source to cover the cost. Discussion on sidewalk cleaning going forward. Should merchants contribute? Is it a DDA job?
C. Business Development
   1. Motion by Wittbrodt, second by Scram to approve minutes of January, 2018 meeting – Motion Carried
   2. Update – Simpson working on communication with merchants and their customers using email blasts, etc. Looking at recruiting using Best Practices for new business. Discussed the value of the Chamber seminars on Business Development, Social Media, etc. Fifteen are signed up for the Social Media (next) session. Have had a good reception and participation.

9. Unfinished business
   A. Project Updates
      1. Façade Grant – Money should be coming soon – Hopefully by Spring
      2. TC to Charlevoix Trail – Baker speaking for Witte – Party at Townline Cider 01/18/18 to celebrate successful completion of first phase of monetary contributions.
      3. Broadband – Have had one meeting. Need to get to more people. NLEA to organize a meeting between the Village, Charlevoix, and ER Chamber
   B. Bookkeeping – Discussion led by Thomas. See Coordinator’s Report #2. The goal is to be more efficient in getting bills to the correct people. Use tracking sheets and cc: DDA Chair (Thomas) to identify sources of donations. Email an invoice before spending so the invoice can be identified and logged in. Motion made by Knecht to adopt a system of internal bookkeeping and forms. Seconded by Wittbrodt – Motion Carried

10. New Business
    A. Ice Skating Rink – Liability belongs to the land owner. DLH Builders says additional liability will cost $750. Should Parks & Recreation pay? Should we seek donations? Cooper suggests that we fill out a Communication Form from DDA to P&R to get the money. Wittbrodt made a motion to fill out Form for $375, seconded by Scram – Motion Carried.
    B. Public Address Speakers System – Chamber has been looking into and working with Ben Swift from Swift Audio. The DDA might have more options for grants to fund the project. Tentative pricing options would include – Small Package (Blue) at $27,000 and Larger package (which would include Veteran’s Park and the Marina) $45,000. We will invite Ben Swift to a meeting. Motion made by Scram to explore the option to install speakers, second by Wittbrodt – Motion Carried

Public Comments
   A. Thomas reminds the Board that all the emails sent between Board Members having to do with DDA matters should cc: Baker and vice versa.
   B. Laura Savole stated that there should be a Wayfaring sign on the East Side

12. Adjournment
    Motion by Thomas to adjourn the meeting at 7:30, second by Wittbrodt – Motion Carried

Minutes submitted by Sharon Fitzpatrick
Elk Rapids
DOWNTOWN DEVELOPMENT AUTHORITY
Coordinator's Report
February 21, 2018

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) January Newsletter
      (1) Sent to 136, 38.4% Open Rate (About 55 people open these)
   ii) Facebook Metrics (October)
      (1) Total Likes: 526 (10 new)
      (2) Most Engaged Day: 2/6 (Chili Cookoff EBlast, 22 people clicked to read the blast)
      (3) Total Reach: 895 Unique Users (Down from last month)

   c) 2018 Annual Planning Meeting

   d) 2016 Annual Report – Done

   e) 2018 Annual Budget – Done
      i) Budgets were approved as submitted.

   f) Establish Priority Subcommittees – See Agenda Items
      i) Events- First Wednesday of the Month 5:00 pm, 212 River St.
      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

Paddle Antrim Support Letter
Paddle Antrim is submitting a grant to the State's Coastal Zone Management Program to develop a plan and construction ready designs for the access sites in Elk Rapids. This project will include development of two universally accessible access sites, one on Lake Michigan (Dam Beach) and one on Elk River (Rotary Park). They are currently looking for letters of support for the project. Letters are due no later than March 1st. One of the keys for the grant is to show that Elk Rapids is a "Trail Town" (already incorporating trails into what we do) and will continue to do even more as we develop the water trail. See attached Letter of Support for DDA Board Approval.

MDA Workshop March 7 in Lansing.

NLEA Annual Lunch May 11 at Boyne Mountain!

Agenda Items

1. Downtown Speakers (Guest Presentation, Item a.)
   FOCUS Fund was not awarded, but the GTR Community Foundation is interested in the project. Chamber is still working on lining up funding.

2. Façade Grant Status (Unfinished Business, item a. i.)
   Meeting scheduled with building owners and MEDC Case Manager to go over recent changes.

3. TC to Charlevoix Trail (Old Business, Item a. ii.)
   Tribal 2% Grant was awarded to the DDA for Preliminary Design and Engineering work. Money will come into the DDA account and will be paid out for the work committed to with organization by TART.
• **Grant Highlight** (New Business, Item a.)
  Each month I will bring a new grant opportunity before the board to discuss what types of projects it might fit with as well as the specifics of the application and award amounts.

  **GTR FOCUS Fund**
  Grant Cycle: Feb 1, May 1, Aug 1
  Grant Amount: Match up to $2,500

  The FOCUS Fund Endowment is an undesignated endowment designed to impact broad community needs and interests in Antrim, Benzie, Grand Traverse, Kalkaska, and Leelanau Counties. The Endowment offers a flexible response to current, immediate regional needs as well as provides a permanent funding source for the future needs of the five-county region. Preference is given to requests that offer a philanthropic approach to community needs and that have the potential for transformative community impact.

  **Possible Elk Rapids Projects:** Downtown Speakers, Kayak Launches (Rotary Park Master Plan, Water Trails & Assets), Bike Trail, Wayfinding, Community Ambassador Program, Dog Park, Downtown Wi-Fi System, Elk River to Veteran’s Memorial Park Trail, Improve Space for Youth Activities (Ice Rink), Downtown Lighting Improvements, Dam Beach Improvements.
February 21, 2018

Deana Jerdee
Paddle Antrim
PO BOX 100
Bellaire, MI 49615

Dear Deana,

I am writing to show Elk Rapids DDA’s support for Paddle Antrim as the leader in the development of the regional water trails. Specifically, we support Paddle Antrim’s development of the Elk Rapids Water Trail Access Plan which will design the specific improvements needed at each access site to connect the East Grand Traverse Bay Water Trail to the Chain of Lakes Water Trail and other amenities located within the Village.

In 2015 the DDA conducted a strategic plan process gathering public input from more than 250 people to determine projects that mattered to the Elk Rapids Community. The Paddle Antrim Water Trail Access Plan touches on a number of these projects including:

- Enhance the Paddle Antrim Event
- Develop a masterplan for Rotary Park
- Develop water trails and amenities for paddlers

Water trails will provide a wonderful way to increase opportunities for people to exercise and recreate in a non-impactful manner within our region. We look forward to continuing to work with Paddle Antrim on this and future projects.

Sincerely,

Steve Thomas, Chair
Elk Rapids Downtown Development Authority

The Elk Rapids Downtown Development Authority (DDA) is tasked with analyzing the impact of economic changes in the downtown district and developing plans in coordination with the Village Council and Planning Commission to promote orderly economic growth in the downtown development district. The most recent Downtown Development and Tax Increment Financing plans were adopted in 2011.

The DDA meets monthly on the second Wednesday of each month at 6:30 P.m. in the Government Center (315 Bridge St., Elk Rapids, MI 49629).
Thank You to Our Sponsors:

Presenting Sponsor:

Supporting Sponsors:

Founded in 1980, the Michigan Downtown Association is a driving force in the interest and growth of downtowns and communities throughout Michigan. The MDA encourages the development, redevelopment and continuing improvement of Michigan communities and downtowns.

The Mission of the Michigan Downtown Association is to strengthen and sustain downtowns.

MDA’s Vision is to be the leader in preserving and enhancing downtowns and their ongoing management.

www.michigandowntowns.com

Upcoming Events:

June 8: Workshop in Monroe

October 11-12: Annual Conference in Frankenmuth

MDA Lansing Day & Workshop

March 7 & March 8, 2018
Lansing, MI

P.O. Box 82369 Rochester, MI 48308-2369
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Strengthening Downtowns
Downtown Lansing
We are downtown Lansing and we are the momentum of new energy and investment. We are the crack of the bat, the stadium side loft, and the cold drink with friends. We are a vibrant entertainment district that entertains families and provides a gathering place for all. We are home to coffee roasters, local breweries, and artisan distilleries. We are a place that is worth taking in.

We are downtown Lansing and we are the center of it all!

Hotel
MDA members and guests may reserve rooms for $125.95 per night at the Radisson Lansing at the Capitol Hotel, 111 N. Grand Avenue, Lansing, MI 48933. To make reservations, call 1-800-333-3333 or visit online at www.radisson.com/lansingmi. Use the Promotional Code: MDA318 to receive your discounted group rate. The group rate ends on February 26, 2018.

Program:

Lansing Day
Wednesday, March 7
Mackinac Room, 5th Floor, Anderson House Office Building

10:30 am
Registration
11:00 am
Welcome & Introductions
Becky Goodman, Chair, Michigan Downtown Association
Honorary Legislative Hosts for the Day
Lansing Day: $60    Workshop: $85  Both: $135
www.michigandowntowns.com/events.php
Please return this form with payment to MDA by March 2, 2018. Make checks payable to the Michigan Downtown Association. If you cannot get your check processed by that time, we can accept payment at the door or payment by invoice.

Workshop: R & D 101: Rip Off and Duplicate Your Way to the Top
Thursday, March 8, 2018
Old Town Marquee
319 E. Grand River, Lansing, MI
Regardless of the size of your community, this workshop features ideas and examples that can be copied and utilized in your town. Each speaker in this workshop has organized and/or implemented an easily replicated program, policy, or event and knows first-hand what worked and what did not. Learn best practices, borrow templates, and review lessons learned in eight sessions with topics ranging from economic development to promotions and everything in between.

8:30 am – 9:00 am
Registration
9:00 a.m. – 9:10 am
Welcome
Becky Goodman, Chair, Michigan Downtown Association
9:10 am – 9:30 am
Welcome to Downtown Lansing
Andy Schor, Mayor of Lansing
9:30 am – 9:40 am
Attendee Introductions
9:40 am – 10:00 am
Partner Update
Dan Gilmarin, Executive Director/CEO, Michigan Municipal League
10:00 am – 10:30 am
What a Small Farmers Market Did for Dexter
The City of Dexter and its DDA partnered to establish a farmers market with energy, vibrancy, and the ability to attract a variety of vendors and shoppers to its downtown. Learn how a little-used downtown block was transformed into a weekly destination from May through October and how you, too, can create a successful farmers market in your community.

11:00 am – 11:30 am
How to Attract Food Trucks to Your Downtown
In this session, an experienced food truck-event organizer will teach you how to create the right mix of vendors and address concerns from merchants in your town. Learn tips and tricks and receive a step-by-step template you can follow to eliminate potential barriers.

11:30 am – 12:00 pm
Street scape and construction projects can be a daunting event for downtowns. Learn how Downtown Farmington approached its Grand River Avenue streetscape project with catchy tag lines and an array of tactics, including promotion campaigns that helped ease the pain of construction while keeping the community excited about the project. Get ideas on how you can help your businesses survive and thrive when the orange barrels line the streets.

12:00 pm – 1:00 pm
What a downtown Main Street can do for you
Learn how the Village of Holly successfully created, promoted, and implemented group ribbon cuttings for downtown businesses.

1:00 pm – 2:00 pm
Tips for Group Ribbon Cuttings & Media Promotion
Jerry Walker, Manager, Village of Holly

2:00 pm – 3:00 pm
Liquor License Ordinance and Policy
Tony Bruscato, Director, City of Plymouth DDA

3:00 pm – 4:00 pm
Promotions That Pay
In this session, get step-by-step instructions for planning an event that has accountability and provides data for annual reports, including minds, demanding merchants.

4:00 pm – 5:00 pm
MDA Legislative Advocacy Report
Patricia Rayl, MDA Legislative Committee Co-Chair
Nate Mack, MDA Legislative Committee Chair
Becky Goodman, Chair, Michigan Downtown Association

Workshop: R & D 101: Rip Off and Duplicate Your Way to the Top
Thursday, March 8, 2018
Old Town Marquee
319 E. Grand River, Lansing, MI
In this session, Jeff Sloan will present results from a new study on local commerce that shows statistics on which categories downtown businesses are performing best today and why. The study also highlights what local consumers are commonly shopping for on Main Street and why. Jeff will address the challenges and opportunities for downtown merchants and downtown’s face today, and will demonstrate how the Wandy platform can help downtowns thrive.

11:00 am – 11:30 am
registration
11:30 am – 12:00 pm
showcasing Business Opportunities in Your Downtown
Discover ways to host open houses for commercial buildings by partnering with property owners, local merchants, and realtors. This session offers a step-by-step guide to promoting and showcasing available properties located in your downtown district. You’ll also receive templates for invitations, press releases, and property inventory worksheets.

12:00 pm – 1:00 pm
Lunch on Site

1:00 pm – 2:00 pm
Compiling Data and Reporting 101
Data collection and reporting are part of a downtown manager’s job and both can be daunting tasks. In this session, you’ll learn simple steps for compiling needed data and issuing required annual DDA reports, as well as writing and issuing reports for the State of Michigan.

2:00 pm – 3:00 pm
Liquor License Ordinance and Policy
Tony Bruscato, Director, City of Plymouth DDA

3:00 pm – 4:00 pm
Promotions That Pay
In this session, get step-by-step instructions for planning an event that has accountability and provides data for annual reports, including minds, demanding merchants.

4:00 pm – 5:00 pm
MDA Legislative Advocacy Report
Patricia Rayl, MDA Legislative Committee Co-Chair
Nate Mack, MDA Legislative Committee Chair
Becky Goodman, Chair, Michigan Downtown Association

MDA Meet & Greet
Meetings with Legislators
MDA Introduction to the House of Representatives
MDA Legislative Advocacy Report
MDA Legislative Committee Co-Chair
MDA Legislative Committee Chair
Becky Goodman, Chair, Michigan Downtown Association
MDA Member:
MDA Member:
Registration Form  for MDA Lansing Day & Workshop (include Thursdays luncheon)
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The Grand Traverse Band of Ottawa and Chippewa Indians
Legal Department
2605 N. West Bay Shore Drive • Peshawbestown, MI 49682 • 231-534-7610 • FAX 231-534-7600

2% AWARD NOTICE!!

To: Village of Elk Rapids Downtown Development Authority, Attn: Caroline Kennedy
   vllgclerk@elkrpads.org

From: Mary J. Kelley, Legal Affairs Administrator/2% Coordinator

Date: February 8, 2018

Re: Confirmation of 2% award

Congratulations! Village of Elk Rapids Downtown Development Authority has been awarded a 2% grant from the Grand Traverse Band of Ottawa & Chippewa Indians (GTB) for the 2nd half 2017 2% cycle in the amount of $19,998.19 for the “funding for preliminary design and engineering for the Elk Rapids Traverse City to Charlevoix Trail,” as outlined in your 2% application.

Under the terms of the consent decree settling Tribes v. Engler (Case No. 1:90 CV 611 U.S. Dist. Ct. West. Dist. Mich.), the Grand Traverse Band of Ottawa and Chippewa Indians agreed to pay 2% of its video gaming revenue as defined in the stipulation, no later than 60 days after October 1st and March 31st of each year. This payment schedule was modified with the consent of the State of Michigan to July 31st and January 31st of each year because the fiscal year of the Grand Traverse Band gaming operation is calendar-based.

The Tribal Council of the Grand Traverse Band of Ottawa and Chippewa Indians will be hosting a check presentation/Media Event:

When: TUESDAY, February 20, 2018
Time: 9:00 a.m. – 11:30 a.m.
Where: Grand Traverse Resort, 17TH FLOOR, Acme, Michigan,

PLEASE CONFIRM your attendance at this event by calling 231-534-7601 (leave a message if I am not in) or by sending me an e-mail at Mary.Kelley@gtbindians.com

We look forward to seeing a representative from your organization at this event.

Please note that the Tribal Council has revised 2% form. The revised 2% application can be found at:
http://www.gtbindians.org/legal_department.asp

Please provide a short 2% report one year from the date of receipt of this 2% grant to: Attention: 2%, GTB of Ottawa and Chippewa Indians, 2605 N.W. Bayshore Drive
Peshawbestown, MI 49682

Thank you for all you do in the community!