

DDA Regular Meeting DRAFT Minutes

Wednesday, April 11, 2018

Governmental Center 315 Bridge St Elk Rapids, MI

1. Meeting called to order at 6:30 PM by Thomas.
2. Roll Call – Present: Fitzpatrick, Scram, Simpson, Thomas, Wittbrodt, Witte. Excused: Haley, Janisse, Knecht, Wayne, Werner.
3. Approval of Agenda – Motion by Wittbrodt; second by Scram. Motion carried.
4. Approval of Minutes of Regular Meeting of 03/14/18. Motion by Witte; second by Simpson. Motion carried.
5. Public Comments – Citizens. Elaine Glowicki announced a walk in honor of Kathryn McCormick Dexter, village patroness, to be held on 04/29/18 from 1 – 3 o'clock from HERTHA to the Library and back.
6. Treasurer's Report – No corrections.
7. Co-Ordinator's report – Baker outlined the Paddle Antrim Ripple Effect Mini-Grant which are awarded to cover projects that protect or enhance the waterways adjacent to or part of the Elk River Chain Of Lakes that impact Antrim County. Possible projects include Wayfinding, Rotary Park, Elk River Trail to Veteran's Park, Improve space for Youth Activities, Dam Beach and Fishing Park Improvements. Baker also reminded us of the NLEA Lunch 05/11 at Boyne Mountain.
8. Sub Committee Reports
 - a. Approval of minutes of 04/04/18 Motion by Simpson. Second by Witte. Approved
 - b. Events Committee Business
 1. ER Festival of Foods 04/25/18-04/28/18 – Reminder
 2. Suggested Captains named for all events – hoping to get merchants involved
 3. Motion made by Witte to approve \$225 which was brought in by prior event for advertising. Second by Simpson. Motion carried.
 4. Events schedule 2018
 - 02/17 – Chili Cook-Off
 - 04/18 – Food & fermentation
 - 06/02 – Fashion Show – HERTHA location ?
 - 10/06 – Fall Festival
 - 11/05-11/10 – Fall Food & Fermentation
 - 11/24 – Shop Local
 - 12/08 or 12/01 – Holiday festival
 - c. Infrastructure Committee Business
 1. Motion to approve minutes of meeting of 04/04/18 made by Witte. Second by Wittbrodt. Motion carried.
 2. Trash bins – Order ten – black onyx – not to exceed \$10,000. Motion by Witte. Second by Wittbrodt. Locations TBD by Thomas & Witte.

3. Wayfinding – We need to involve other groups in the discussion (Parks & Rec, the Village) We need Wayfinding for bikes, boats, pedestrians as well as cars. Simpson asked if we are pursuing a grant for Wayfinding.
4. US31 bridge planters – we have to determine overall cost. Witte moved that we take up to \$1000 from the wayfinding budget to place lights at the north and south ends of town – not to exceed \$1000. Second by Wittbrodt. Motion carried.
5. Bike parking – Witte to look into possible partnerships for barricades or on site painting.
- d. Business Development Committee
 1. Motion to approve minutes of 03/14/18 made by Witte. Seconded by Scram. Motion carried.
 2. Mini – Grant info has been sent out. Further discussion will take place at the Merchant’s meeting. Grant deadline is April 30th.
 3. Business Incentive Package – Brainstorm ideas. Focus on Tax abatement and Tap in fees through the Village for the package.
 4. Create a Downtown Merchant Group as a subset of the DDA so better communication can be established.
 5. Pitch Night – To be held late Oct at Shanty Creek. This will be Shark Tank style and offered to Antrim County businesses with prizes totaling \$17,000.
 6. Farmer’s Market – Try to move downtown.
9. Unfinished Business
 - a. Project Updates
 1. Façade Grant Status – Running smoothly – Wrap up winter 2018/spring 2019
 2. TC to Charlevoix Trail – RFP is being finalized for design fro ER connecting to Acme
 3. Elk Rapids Broadband – no update
 - b. Main Street Findings – Biggest hurdle remains hiring a full time director and funding his/her salary. Can be done through DDA funding; DDA/Municipal partnership; Fundraising. Each method has its own drawbacks. Upcoming training dates were announced for interested parties.
10. New Business – Scram brought up digging up the old sign on Loomis street to give to the original family. Cooper said it is in the process of being removed to give to Lynn McClarey – descendant of original family.
11. Public Comments – General – None
12. Adjournment – Wittbrodt moved to adjourn at 7:08 PM. Second by Simpson. Motion carried.

Minutes submitted by Sharon H Fitzpatrick