

DDA Regular Meeting ~~DRAFT~~ Minutes

Approved 4/11/18

Wednesday, March 14, 2018

Government Center, 315 Bridge St., Elk Rapids, MI

1. Meeting called to order at 6:30 by Thomas
2. Roll call – Present: Fitzpatrick, Janisse, Knecht, Scram, Simpson, Thomas, Wayne, Wittbrodt, Witte. Excused: Haley, Werner
3. Approval of Agenda – Motion by Wittbrodt; second by Knecht. Motion carried.
4. Approval of Minutes of Regular meeting of February 21, 2018. Motion by Simpson; second by Wittbrodt. Motion carried.
 5. Public Comments – None
 6. Treasurer's Report – Motion to approve by Knecht; second by Fitzpatrick. Motion carried.
 7. Coordinator's report – Baker called the Board's attention to the upcoming – May 11th – NLEA Annual luncheon at Boyne Mountain. She updated her 2017 Work Plan. Remaining items are on the New and Unfinished Ageda items.
 8. Sub Committee Reports
 - a. Events Committee
 1. Motion to approve minutes of 03/07/18 meeting offered by Wittbrodt; second by Witte. Motion carried.
 2. Simpson said items discussed were the Chili Cook-Off and plans to repeat in 2019; the Festival of Food and plans to have at a later date while encouraging a prize of some sort – gift certificate, dinner for two, etc -similar to Restaurant week in TC, the Fashion Show to be held in early June when the merchants have more inventory. Other scheduled items include a Fall Festival 10/06/18, Fall Festival of Foods 11/05-11/10, Shop Local 11/24/18 and a Holiday Festival 12/08/19.
 - b. Infrastructure Committee
 1. Motion to approve minutes of 03/07/18 meeting by Simpson; second by Wittbrodt. Motion approved.
 2. Business
 - a. Speedway Revenue Projects include – Trash bins – DPW will have refurbished by early April; Sidewalk cleaning – will be done before Memorial Day; Wayfinding/light at South entrance - various ideas being discussed including solar or in ground lighting.
 - b. Other projects – Still discussing options for Holiday decorations, US31 bridge planters, enhancements to bike parking and crosswalk painting.
 - c. Update – DPW will begin work on Cedar St trees when Elmer's starts work on the sidewalk. Replacement to include two trees for each tree removed.
 - c. Business Development Committee
 1. Motion to approve minutes of 02/21/18 meeting by Fitzpatrick; second by Wayne. Motion carried.
 2. Mini Grants – Links provided to Petoskey and Boyne City Design Centers for info;
 3. Business Incentive Package – looking at Tap in fees; PILOT; Abatement; Parking and water bill credits.
 4. Business Communications – Simpson completed the re-cap on interviews with all River Street merchants. Some of the information gleaned is:
 - a. Many of the businesses are struggling;
 - b. Would like a brighter gateway/entrance to River St;

- c. Would like to see more retail on River St;
 - d. Almost all would like Farmer's Market moved downtown;
 - e. Merchants would like to rekindle a Downtown Merchant Group as a subset of the DDA.
9. Unfinished Business
- a. Project Updates
 - 1. Facade Grants – Payments are beginning to come in and work is gearing up for Spring;
 - 2. TC to Charlevoix Trail – RFP being finalized – with funds ahead of schedule, Acme to Williams Rd may be possible – a fund raiser is planned at Pearl's 04/12 at five o'clock PM;
 - 3. Elk Rapids Broadband – Nothing new.
10. New Business
- a. NLEA Contract Renewal – No need for any significant change – Motion made by Fitzpatrick, second by Knecht, to approve contract for 2018. Motion approved.
 - b. Main Street Program – Baker does not recommend program for Elk Rapids at this time. Witte went to 1 ½ day basic meetings and though it was well worth it and gave extra tools in the “toolbox”. Simpson commented on growth in Kalkaska and Cheboygan due to Main Street program. Scram asked if NLEA could speak on Main Street program at a DDA meeting. Wittbrodt moved and Simpson seconded to pursue Main Street Program information. Motion carried.
 - c. Library Expansion Support – Thomas got update to see where it stands – they are looking at costs to decrease square footage. Knecht said to withhold support until a firm plan is in place.
11. Public Comments – Simpson and Wittbrodt commented on the workshops they attended in Lansing last month. They were worthwhile and included success stories that were helpful.
12. Adjournment – Wittbrodt moved and Simpson seconded a motion to adjourn at 7:15 PM. Motion carried

Minutes submitted by Sharon H Fitzpatrick