

**DOWNTOWN DEVELOPMENT AUTHORITY
REGULAR MEETING AGENDA**

Wednesday, May 10th, 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 April 12th, 2017
5. Public Comments- **Citizen Comments**
6. Treasurer's Report
 - a. Financials –attached separately
7. Coordinator's Report – attached separately
8. Unfinished Business
 - a. Project Updates
 - i. Elk Rapids Leadership Team - Gillian
 - ii. Food Truck Marketing – Gillian/Amanda
 - iii. Façade Grant Status – Amanda
 - iv. Events Committee – Kathy/Carol
 - v. Infrastructure Committee – Steve
 - vi. Business Development Committee –
 - vii. TC to Charlevoix Trail – Jim W.
9. New Business
 - a. Speedway Lease
10. Public Comments – General **Board Comments**
11. 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 الاحد تياجات الخاصة، وهؤلاء لال الذين يتكلمون اللغة الانجليزية بطلاقة.

DDA Regular Meeting **DRAFT** Minutes
Wednesday, April 12, 2017
Government Center, 315 Bridge Street

1. Meeting called to order @ 6:35 by Cobb.
2. Roll Call
Present: Cobb, Janisse, Witte, Thomas, Knecht, Haley, Wittbrodt, Fitzpatrick
Excused: Wayne
Absent: None
Also present: Steve Ravezzani, Zoning Administrator; Bill Cooper, Village Manager
3. Approval of Agenda
Motion by Knecht, second by Wittbrodt. Motion carried.
4. Approval of Minutes of Regular Meeting of March 8, 2017.
Motion by Wittbrodt, second by Fitzpatrick to approve with corrected spelling of Knecht under 8b. A question was raised in reference to Citizen comments from the March meeting as to actual number of people who actually reside in the district. Baker will inquire if any one has this information. Motion carried.
5. Public Comment - Citizen
None
6. Guest Speaker - Steve Ravezzani
Code of Ordinances are currently being updated by village. Decision was made to not restate DDA State Statute in our ordinance therefore, the new draft has decreased from 26 to 5 pages. Motion to recommend the revised ordinance be adopted by village council made by Fitzpatrick, seconded by Wittbrodt. Motion carried.
7. Treasurer's Report
Motion by Knecht, second by Fitzpatrick to accept Treasurer's Report. Motion carried.
8. Coordinators Report
Baker has been continuing her effort to reach out and engage with district stakeholders and encouraged all board members to do so also. Facebook metrics are good and continue to go up. Annual budget should go out this month. A mini grant program was discussed and decision made to have infrastructure committee look into this idea. Infrastructure and Events committees have both decided to meet the first wedn. of each month. Bill reminded the board that these meetings must be posted and open to the public per village council policy.
9. Unfinished Business
 - a). Project Updates
 - i). ER Leadership - due to absence of Wayne, no update.
 - ii). Food Truck Policy - Gillian said we have not received much interest in this currently. The reality is that

these trucks are looking for larger more profitable areas to operate. She plans to still reach out to Little Fleet when they open.

- iii). Facade Grant Status - The grant has been approved and an agreement signed with the village. Baker updated that there has been a pre-construction meeting with property owners and builders, and work should be starting shortly. Haley emphasized the previous rental rehab grant completed last year was very successful but not visible to the public and suggested that pictures and a small article be put in the newsletter and on Facebook to make the public aware of this accomplishment as it has not really been publicly highlighted.
- vi). Events Committee - First meeting has taken place. Would like to gather list of all events taking place and compile a community calendar to put out. Initially we would like to see if we can help bolster current events. Additionally, would like to reach out to members of the community and get them involved.
- v). Tart Trail - Witte commented that there has been a meeting to address current opposition to the trail. There are still concerns but he feels these can and will be dealt with and, hopes are the trail will be able to move forward.

b). By- Laws

Motion to approve (with minor amendments to wording and spelling) by Wittbrodt, second by Thomas, motioned carried. Haley brought up that she would like the board and/or village reconsider allowing meetings to be broadcast via Facebook or speaker phone so that anyone not in attendance, could listen in to the meeting. After input from Bill Cooper and Jim Janisse, it was determined that it is allowable for anyone to listen in to the meeting however, participation or voting would not be allowed.

10. New Business

a). Annual Report

Janese reminded all that May is the month annual reports are submitted to the Village Council and invited all to attend as this is an appreciation event for all committees/boards. Amanda added that our report will be shared via newsletter format digitally and on Facebook. Motion by Knecht, second by Wittbrodt to accept annual report as presented previously (under Coordinators Report). Motion carried.

b). Election of 2017 Officers

Discussion followed concerning new members. 12 members are allowed in addition to the Village Council president. Several members felt that it would be desirable to have the maximum number of 12. Cobb nominated by Knecht for chairman, second by Wittbrodt. Knecht motioned nominations be closed, second by Thomas. All in favor, no nays. Knecht nominated Steve Thomas for vice-chair, seconded by Witte. Knecht motioned for nominations to be closed, second by Witte. All in favor, no nays. Haley and Fitzpatrick nominated as secretary and co-secretary by Wittbrodt, second by Knecht. Knecht motioned nominations be closed, second by Thomas. All in favor, no nays.

11. Public Comments - General

Bill Cooper mentioned the village has new recording equipment that they expect us to use. It does require members to speak into the microphones.

12. Adjournment

Motion by Wittbrodt to adjourn the meeting at 8:48, second by Knecht. Motion carried.



Amanda Baker <amanda@northernlakes.net>

DDA TIFA Loss Reimbursement

1 message

Tammie Viglione <vllgtreas@elkrapids.org>
To: Amanda Baker <amanda@northernlakes.net>
Cc: Bill Cooper <vllg398@elkrapids.org>

Thu, Apr 27, 2017 at 9:19 AM

Hi Amanda,

I am submitting to the State Treasury Department Form 5176 (TIFA Loss Reimbursement) on June 15, 2017. This form requires the previous year's TIF Personal Property data. In past years, this form had not been completed and submitted to the state, negating any potential reimbursement. Therefore, I don't anticipate a reimbursement this year either.

We should start seeing a reimbursement going forward.

Tammie Viglione

Village Treasurer

Village of Elk Rapids

PO Box 398

315 Bridge St.

Elk Rapids, MI 49629

PH: [231-264-9274](tel:231-264-9274)

FX: [231-264-6337](tel:231-264-6337)

Elk Rapids
DOWNTOWN DEVELOPMENT AUTHORITY
Coordinator's Report
April 12, 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) March Newsletter Stats
 - (1) Sent to 129, 37.5% opened (More subscribers, slightly lower open rate)
 - ii) Facebook Metrics (March)
 - (1) Total Likes: 361 (30 new)
 - (2) Most Engaged Day: 4/19/17 (First Business Selfie Video- Cone Corral with Chamber)
 - (3) Total Reach: 2549 Unique Users (Down from last month, but on par with the organic reach)
 - (4) We continue to build our presence and are getting help from teaming up with other organizations and businesses.
- c) 2018 Annual Planning Meeting
- d) 2017 Annual Report
 - i) 2016 Reports have been sent out via email, given out at Council Meeting, and hand delivery to downtown businesses has begun.
- e) 2018 Annual Budget
- f) Establish Priority Subcommittees – See Agenda Items
 - i) Events- First Wednesday of the Month, 3:30 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
 - i) DDA District Population – Over 100 full time residents, which means **we need to recruit someone who lives in the district to join the board**
 - ii) DDA Micro Façade Grant
 - (1) Because a Façade Grant program is not listed in the TIF plan, we would not be able to use TIF funds for this type of program.
 - (2) If the grants are changed to Business Development they could fall under the Business Incubator idea in the TIF plan, though they would be used differently than we originally discussed. **I recommend the Business Development Committee brainstorm how these grants might work.**
 - iii) Speedway Lease Possible Revenue Source – See Agenda Items

Agenda Items

1. **Food Truck Marketing** (Item 8, a, ii)

While we have not gotten response from food trucks for coming to Elk Rapids on a regular basis the board may want to recommend to Council that the Food Truck ordinance not expire at the end of the year allowing it to be easily in place if food trucks do try to come into town at a later date.
2. **Façade Grant Update** (Item 8, a, iii)

Building Owners have begun engaging contractors and purchasing materials. Work will begin moving shortly.

With the press this grant project has gotten, we have gotten inquiries into other property owners getting involved. We cannot add people to this grant, but perhaps after this project is done we could look into applying for another if there is enough interest. MEDC likes to see a big impact for a project before giving money to the same community again, so it would be a couple of years before we would have a good chance

at applying again.

3. **Speedway Lease** (Item 9, a)

With the possibility of money coming in from this lease for a 5 year period, the DDA should establish a plan of action describing what they would do with the monies to encourage council to approve giving it to DDA. It will be important to have substantial visual projects that the council will be able to easily understand the impact on the entire Elk Rapids Community.

To this end I would recommend putting together a 5 year phased plan focusing on some of the projects the infrastructure committee is looking at. These projects are more expensive than the other committee projects and earmarking this win-fall money toward them will free up our other money to be used for projects that may be accomplished with less funds for events and business development.

A five year plan incorporating Village trash cans, side walk cleaning, and wayfinding signs could be put together to present at the next Village Council meeting.