

City of Elk Rapids
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Government Center, 315 Bridge Street

1. Meeting called to order @ 6:35 by Wittbrodt.
2. Roll Call
Present: Fitzpatrick, Haley, Knecht, Janisse, Scram, Simpson, Wayne, Wittbrodt, Witte
Excused: Thomas
Also present: Baker, Kennedy
3. Approval of Agenda
Motion by Janisse to approve with two additions: Approval of Minutes - add Special Meeting Mins. of Oct. 13, 2017: New Business - add summer meeting dates and times.
Second by Knecht. Motion carried.
4. Approval of Minutes of Regular Meeting of November 8, 2017, Special Meeting of Oct. 13, 2017 and Special Meeting of Nov. 15, 2017. Motion by Haley, second by Simpson. Motion carried.
5. Public Comment - Marjie Wilson who recently opened Elk Rapids Yoga Flow with Jan Belcher, asked the board to consider blocking off an additional block at next years Holiday Open House in order to include more businesses. Additionally, she commented that they would like to offer a paddle board yoga class during the summer months and inquired as to how start the process of getting that approved if need be. She was referred to Bill Cooper to inquire if any special permits or permission are required.
6. Treasurer's Report - No new information.
Motion by Knecht, second by Fitzpatrick to accept Treasurer's Report. Motion carried.
7. Coordinator's Report - Baker reported that Business Development asked that the data base be updated and completed. Also, April is the Annual Planning Meeting. Budget to follow in board discussion. Noted the list of subcommittee members has been updated and includes non-board members. Question arose as to the official time and place for Events Committee mtgs. They will take place the first Wedn. of the month @ 5:00, 212 River St.. Wayne questioned whether we should revisit the board goals and should these be re-established for 2018. Motion by Haley to re-establish 2017 broad goals for 2018-19 fiscal yr. as follows:
 1. Improve the look and feel of DDA district focusing on the downtown hub - Improving infrastructure in order to promote economic growth.
 2. Commit to Events - help to diversify revenue and encourage community growth
 3. Promote strong retail force in order to attract new development in the district - promotes economic growth and diversifies revenue.

8. Committee Reports
 - a. Events Committee
 - i. Motion by Wayne, second by Knecht to approve minutes from Nov. 9 and Dec. 6, 2017. Motion carried.
 - ii. Business - Haley reported the committee spent a lot of time the past month bringing Shop Local and Holiday Open House to fruition. Although there were a lot of obstacles, feedback has been very positive and all involved felt these events were a great success. Cash donations total \$1725 to date, expenses \$1427, although party ads still need to be paid for. Haley submitted two invoices from Holly Schlicker totaling 86 hours worked to date (with Sandy leading the charge last year her hours totaled 80 hrs.). Motion by Haley, second by Wayne to approve an expenditure of \$500 to cover additional hours billed. Much discussion followed concerning budget, expenditures, and future contractual agreements. Roll call vote taken. All in favor, no nays.
 - b. Infrastructure
 - i. Motion by Witte, second by Wayne to approve minutes of Dec. 6, 2017. Motion carried.
 - ii. Business - Baker reported speedway lease budget is being worked out and will include this information in the next board packet.
 - c. Business Development
 - i. Motion by Haley, second by Wayne to approve minutes of Nov. 8, 2017. Motion carried.
 - ii. Business - Focusing on 4 priorities for 2018; successful communication with business owners; help current businesses to implement social media tools to promote their businesses; assist new and existing businesses with organizing tax abatements and incentives to add to and/or improve infrastructure in the district; organize and create groups in the area to coordinate and align (i.e. leadership team).
9. Unfinished Business
 - a. Project Updates
 - i. Facade Grant - moving along
 - ii. TC to Charlevoix Trail - Witte noted a 'Go Fund Me Campaign' just completed. Goal was to raise \$5000 and has been exceeded. Put together by Melissa West and Mike Conrad as a volunteer effort.
 - b. Budget Planning - Attachment 16 adjustment was not as high as first thought but does add about \$4000 to our budget for the year. Looking at a budget of approximately \$12,000 for the 2018-19 fiscal year. Discussion followed on each committee's priorities and budget requests. Motion by Wayne, second by Fitzpatrick to divide funds 50%, 30%, 20% for infrastructure, events, development. Roll call vote taken. All in favor, no nays.
10. New Business
 - a. Jim proposed the board meetings in July and August be moved so as not to be in conflict with Evening on River Street. Motion by Wayne, second by Knecht to hold 2018 meetings at 6:30 the second Wedn. of each month with the exception of July and Aug. which will be the second Tues. of those months, July 10 and Aug 14, respectively. Motion carried.

- b. DDA action policy practice - Baker proposed any actions taken by committees should flow through one individual, either the coordinator or the chair. Concern was expressed as to whether this would be a hindrance to productivity. Wayne asked if Baker could write up some type of description of what this would look like and bring it to the board next month.
- c. Chamber approached Steve about meeting with them, NLEA, and the village about the prospects of broadband service.

11. Public Comments - General

12. Adjournment

Motion by Wayne to adjourn the meeting at 8:50, second by Witte. Motion carried.

Minutes submitted by Carol Haley