

APPROVED 3/14/18

DDA Regular Meeting ~~DRAFT~~ Minutes

Wednesday, February 21, 2018

Government Center, 315 Bridge St

1. Meeting called to order @ 6:33 by Thomas.
2. Roll Call – Present: Fitzpatrick, Janisse, Knecht, Scram, Simpson, Thomas, Wittbrodt, Witte
Excused: Haley, Wayne, Werner
3. Approval of Agenda
Motion by Witte; second by Simpson. Motion carried.
4. Approval of Minutes of Regular meeting of January 10, 2018
Motion by Wittbrodt; second by Witte. Motion carried.
5. Public Comment - None
6. Guest presentation
Ben Swift – Swift Audio invited to speak about ER Chamber’s exploration of the idea of installing a public address/speaker system downtown. Ben passed around pictures of existing basic systems mounted on light poles. We would need a local electrician to mount the speakers. An FM antenna would need to be installed – probably on the old Town Hall to be able to use a two way radio on the existing village-owned frequency. There are two proposals – Downtown and Downtown plus the Marina and Gazebo. Volume could be controlled by on/off switch on each pole. More speakers would equal more distribution if music was playing. All speakers would be wireless.
Laura Savoie/ER Chamber indicated that Chamber had just started considering this project and, at this time, want any questions and discussion directed to Chamber. They envision doing the “100” block (Party store to Cellar 152) to start with two speakers per light pole at a cost of \$27,000. The Harbor Commission has declined to participate. Zoning ordinance may prohibit any music.
Amanda/DDA said that a grant had been applied for and there seemed to be some interest so it is possible that the DDA could get funding.
Knecht moved to support the Chamber’s plan and working with them in search of funding. Simpson seconded the motion. Motion carried.
7. Treasurer’s Report – no new entries
Motion by Knecht – Second by Fitzpatrick – Motion carried.
8. Coordinator’s Report
Baker presented her 2017 Work Plan Updates to include –
 - a) Contact information for all DDA district stakeholders;
 - b) Communication database;
 - i) January Newsletter sent to 136 with 38.4% open rate
 - ii) Facebook Metrics – 526 Total Likes; 02/06/18=most engaged day (Chili Cook-Off Eblast); 895 unique users.

- c) 2017 Annual Report and 2018 Annual Budget are done – Budget approved
 - d) Paddle Antrim Support Letter – Paddle Antrim is submitting a grant to develop a plan and construction ready designs for access sites in Elk Rapids - Dam Beach and Rotary Park. A letter of support was requested. Motion made by Wittbrodt for Thomas to sign provided letter of support. Second by Scram. Motion carried.
 - e) Information provided on MDA workshop in Lansing 03/07-03/08 and NLEA luncheon 05/11/18
 - f) Presentation made 02/20/18 of Award Grant of \$19,998.19 for funding for preliminary design and engineering the Elk Rapids Traverse City to Charlevoix Trail.
9. Committee Reports
- a) Events Committee
 - i) Motion by Fitzpatrick; Second by Wittbrodt to approve minutes of 02/07/18 meeting. Motion carried.
 - ii) Simpson gave update on Chili Cookoff – 124 tickets sold – net profit \$900 – People’s Choice winner – Cellar 152:
 - iii) Planning continues for 2018 events.
 - b) Infrastructure Committee
 - i) Motion by Simpson – Second by Witte – to approve minutes from meeting of 02/07/18. Motion passed.
 - ii) Spring sidewalk cleaning – Skip pavers on first cleaning to save money – Spray sticky stuff like gum off.
 - iii) Talk to Brad about installing a light by the water tower – Welcome to Elk Rapids sign;
 - iv) Striping – Bike parking and Crosswalk painting. Brad suggests a plastic material in lieu of paint as it will last longer;
 - v) Discussion about more lights downtown –now and for Holiday – led to suggestion from Janisse to let DDW handle as Council would have a problem adding to the budget.
 - c) Business Development Committee
 - i) Motion by Simpson – Second by Wittbrodt to approve the minutes of 01/10/18 Meeting. Motion carried. No meeting in February.
 - ii) Simpson and Wittbrodt have been working with the merchants and trying to evaluate their interest in a Merchant’s Group for Downtown;
 - iii) Committee would like to sit down with the Village and plan a feasibility study for a Hotel in Elk Rapids. Baker to talk to Cooper to set up;
 - iv) Façade work being done on Dr Green building.
10. Unfinished Business
- a) Façade Grant – back on track – most buildings will be done by Fall 2018 – Final date is 03/19/19;

- b) TC to Charlevoix Trail - \$19,998.19 grant awarded from the Tribe – Great turnout to support the Trail held at Townline Cider;
- c) Elk Rapids Broadband – Chamber is looking at a privatized deal;
- d) Ice Skating Rink – work with Parks and Rec to find a suitable spot and possible grant to fund liners.

11. New Business

- a) Grant Highlight – Baker to get lists and highlight a grant at each meeting.
 - i) GT Focus Fund – Has three cycles 02/01, 05/01 and 08/01 – gives \$2500 (or more) each cycle. It is a philanthropic approach to community matching and could be used for projects such as a kayak launch, bike trails, a dog park, youth activities, etc. Baker to get more info to us.

12 Public Comments

- a) Janisse – Tax rate remains @ 11.8;
- b) Simpson – let any new businesses know the millage remains the same;
- c) Wittbrodt – no new increase in water rates (there had been a rumor)
- d) Janisse – Three miles of new pipeline (water & sewer) are still on annual schedule.

13. Adjournment

Motion by Wittbrodt – Seconded by Knecht – to adjourn at 7:40 PM. Motion carried.

Minutes submitted by Sharon H Fitzpatrick