

DOWNTOWN DEVELOPMENT
AUTHORITY REGULAR MEETING
AGENDA
Wednesday, June 12, 2019 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 / Roll Call
2. Approval of Agenda
3. Approval of Minutes of Regular Meeting of May 8, 2019
4. Public Comments- Citizen Comments
5. Treasurer's Report
 - a. Financials –attached separately
6. Sub Committees
 - a. Events/Marketing Committee
 - i. Approval of Minutes of 5/1 & 5/8
 - ii. Events / Marketing Business
 - iii. Presentation by Maryl
 - b. Ames st project Committee (infrastructure)
 - i. Approval of Minutes of 5/1/19
 - ii. Infrastructure Business
 - c. River st Committee
 - i. Approval of Minutes 5/8/19
 - ii. Business Development Business
7. New Business
 - a. Dollar Store Survey
Link to results <https://www.surveymonkey.com/results/SM-8WF9SCZ6V/#>
 - b. Clerical assistant? - discuss need / not needed
 - i. Minutes by secretary
 - ii. Agendas by chair & secretary
 - c. Michigan Downtown Seminar- recap (Kathy, Karen, Jim J. attended)
 - i. Membership discussion (\$200 per year)
 - ii. Reimbursement of attendees
8. Unfinished Business
 - a. Project Updates (If needed)
 - i. TC to Charlevoix Trail
 - ii. Elk Rapids/Suttons Bay Ferry
 - iii. Elk Rapids Broadband
 - iv. US 31 bridge planters
 - v. Holiday décor committee update
9. Board Comments
10. 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.

DOWNTOWN DEVELOPMENT AUTHORITY
REGULAR MEETING MINUTES—
Wednesday, May 8, 2019 at 6:30 PM
Governmental Center, 315 Bridge Street

1. Call to Order 6:33 / Roll Call – Present Brian Scram, Sharon Fitzpatrick, Steve Thomas, Jim Janisse, Eric Ray, Kathy Wittbrodt, Karen Simpson, Jim Witte, Becky Lancaster

Excused : Rick Bellingham

2. Approval of Agenda

Motion to approve agenda as amended made by Simpson support offered by Witte, all ayes

3. Approval of Minutes

Motion to approve minutes of Regular Meeting of May 10th, 2019 made by Simpson with support by Wittbrodt all ayes.

4. Public Comments- Citizen Comments None.

5. Treasurer's Report

- a. Financials –attached separately

6. Sub Committees

- a. Events/Marketing Committee

- i. Events / Marketing Business Simpson updated the board on upcoming merchant meeting on Tuesday May 14th

- b. Ames st project Committee (infrastructure)

- i. Approval of minutes Motion by Wittbrodt with support by Ray all Ayes.

- ii. Infrastructure Business Motion by Witte with support by Simpson for Ames street RFP

- c. Business Development

- i. Approval of Minutes (meeting held prior to board meeting / no minutes avail)

- ii. Business Development Business

7. New Business

- a. Election of officers

- b. Motion by Wittbrodt to nominate Thomas for chair with support by Fitzpatrick. Thomas accepted, roll call vote all ayes.

- c. Motion by Witte to nominate Wittbrodt for vice chair with support by Wittbrodt who accepted, roll call vote all ayes.

- d. Motion by Fitzpatrick to nominate Scram for secretary with support by Wittbrodt Scram accepted, roll call vote all ayes.

- e. Clerical assistant? - discuss need / not needed

- i. Minutes by secretary

- ii. Agendas by chair & secretary

Discussion of option ensued.

- f. Paddle Antrim request

Motion by Witte with support offered by Simpson for \$2000.00 for chain of lakes water trail launch campaign. Roll call vote all ayes.

8. Unfinished Business

- i. TC to Charlevoix Trail

- ii. Elk Rapids/Suttons Bay Ferry waiting on updates from harbormasters.

- iii. Elk Rapids Broadband no update

- iv. US 31 bridge planters waiting on logistics for irrigation system

9. Board Comments Motion for closed session to discuss acquiring a property by Wittbrodt with support by Ray.
Roll call vote all ayes. Motion to return to open session.
10. Adjournment 7:57 Motion by Fitzpatrick with support by Lancaster all ayes

**Village of Elk Rapids
Downtown Development Authority
Revenue vs. Expense Report
as of May 31, 2019**

| GL NUMBER | DESCRIPTION | 2019-20 | | ACTIVITY FOR | | AVAILABLE BALANCE | % BDGT USED |
|-------------------------------------|------------------------------|----------------|------------------------|------------------|------------|-------------------|-------------|
| | | AMENDED BUDGET | YTD BALANCE 05/31/2019 | MONTH 05/31/2019 | BALANCE | | |
| Fund 791 - DDA TIFA DISTRICT | | | | | | | |
| Revenues | | | | | | | |
| Dept 000 | | | | | | | |
| 791-000-671-400 | MISCELLANEOUS | 0.00 | 1,218.00 | 493.00 | (1,218.00) | 100.00 | |
| 791-000-672-000 | INTEREST | 140.00 | 0.00 | 0.00 | 140.00 | 0.00 | |
| 791-000-690-700 | FROM/101/204/228/DDA TIFA D2 | 56,900.00 | 0.00 | 0.00 | 56,900.00 | 0.00 | |
| 791-000-691-100 | COUNTY TIFA TAX D2 | 38,100.00 | 39,333.90 | 0.00 | (1,233.90) | 103.24 | |
| 791-000-691-113 | TOWNSHIP TIFA TAX D2 | 6,600.00 | 6,802.87 | 0.00 | (202.87) | 103.07 | |
| 791-000-691-200 | LIBRARY TIFA TAX D2 | 2,600.00 | 2,690.73 | 0.00 | (90.73) | 103.49 | |
| 791-000-692-300 | FROM/101/204/228/DDA TIFA D3 | 15,100.00 | 0.00 | 0.00 | 15,100.00 | 0.00 | |
| 791-000-693-000 | TOWNSHIP TIFA TAX D3 | 2,600.00 | 2,177.90 | 0.00 | 422.10 | 83.77 | |
| 791-000-693-200 | LIBRARY TIFA TAX D3 | 1,000.00 | 861.26 | 0.00 | 138.74 | 86.13 | |
| 791-000-699-000 | PRIOR YR/ENDING CASH BALANCE | 60,000.00 | 0.00 | 0.00 | 60,000.00 | 0.00 | |
| Total Dept 000 | | 183,040.00 | 53,084.66 | 493.00 | 129,955.34 | 29.00 | |
| Expenditures | | | | | | | |
| Dept 791 - DDA TIFA DISTRICT | | | | | | | |
| 791-791-801-000 | ATTORNEY | 500.00 | 0.00 | 0.00 | 500.00 | 0.00 | |
| 791-791-803-000 | AUDITOR | 1,040.00 | 0.00 | 0.00 | 1,040.00 | 0.00 | |
| 791-791-804-100 | PROFESSIONAL SERVICES/EDC | 30,000.00 | 5,612.54 | 612.54 | 24,387.46 | 18.71 | |
| 791-791-818-500 | PROF SVC/SOFTWARE/SUPPORT | 900.00 | 1,154.51 | 447.71 | (254.51) | 128.28 | |
| 791-791-864-000 | TRAINING/CONFERENCES | 200.00 | 0.00 | 0.00 | 200.00 | 0.00 | |
| 791-791-885-200 | DDA - INFRASTRUCTURE | 8,000.00 | 0.00 | 0.00 | 8,000.00 | 0.00 | |
| 791-791-885-300 | DDA - EVENTS | 3,000.00 | 2,011.65 | 2,000.00 | 988.35 | 67.06 | |
| 791-791-885-400 | DDA - BUSINESS DEVELOPMENT | 3,000.00 | 0.00 | 0.00 | 3,000.00 | 0.00 | |
| 791-791-900-000 | PRINTING & PUBLICATION | 200.00 | 0.00 | 0.00 | 200.00 | 0.00 | |
| 791-791-956-000 | MISCELLANEOUS | 500.00 | 0.00 | 0.00 | 500.00 | 0.00 | |
| 791-791-960-500 | TO/GEN/101/ADMIN | 1,000.00 | 0.00 | 0.00 | 1,000.00 | 0.00 | |
| 791-791-966-500 | ATT.16 REIMB.TWP. | 1,575.00 | 0.00 | 0.00 | 1,575.00 | 0.00 | |

Village of Elk Rapids
Downtown Development Authority
Revenue vs. Expense Report
as of May 31, 2019

| GL NUMBER | DESCRIPTION | 2019-20 | | ACTIVITY FOR | | AVAILABLE BALANCE | % BDGT USED |
|------------------------------------|------------------------------------|----------------|------------------------|------------------|------------|-------------------|-------------|
| | | AMENDED BUDGET | YTD BALANCE 05/31/2019 | MONTH 05/31/2019 | BALANCE | | |
| 791-791-966-510 | ATT.16 REIMB.LIBRARY | 240.00 | 0.00 | 0.00 | 240.00 | 0.00 | 0.00 |
| 791-791-967-520 | ATT.16 REIMB.COUNTY | 3,300.00 | 0.00 | 0.00 | 3,300.00 | 0.00 | 0.00 |
| 791-791-968-530 | TO/GEN/101/ATTACHMENT 16 | 3,500.00 | 0.00 | 0.00 | 3,500.00 | 0.00 | 0.00 |
| 791-791-968-540 | TO/MUNI STR/204/ATTACHMENT 16 | 1,400.00 | 0.00 | 0.00 | 1,400.00 | 0.00 | 0.00 |
| 791-791-968-550 | TO/WASTE COLLECT/228/ATTACHMENT 16 | 400.00 | 0.00 | 0.00 | 400.00 | 0.00 | 0.00 |
| 791-791-992-000 | DEBT/PRIN/LAKE/LOOMIS | 40,000.00 | 0.00 | 0.00 | 40,000.00 | 0.00 | 0.00 |
| 791-791-992-100 | DEBT/INT/LAKE/LOOMIS | 12,615.00 | 6,307.50 | 0.00 | 6,307.50 | 0.00 | 50.00 |
| Total Dept 791 - DDA TIFA DISTRICT | | 111,370.00 | 15,086.20 | 3,060.25 | 96,283.80 | | 13.55 |
| Fund 791 - DDA TIFA DISTRICT: | | | | | | | |
| TOTAL REVENUES | | 183,040.00 | 53,084.66 | 493.00 | 129,955.34 | | 29.00 |
| TOTAL EXPENDITURES | | 111,370.00 | 15,086.20 | 3,060.25 | 96,283.80 | | 13.55 |
| NET OF REVENUES & EXPENDITURES | | 71,670.00 | 37,998.46 | (2,567.25) | 33,671.54 | | |

Elk Rapids DDA Events Committee Meeting Minutes

Wednesday, May 1, 2019 5:15 PM

ERACC

- I. Welcome & Introductions
Karen Simpson, Maryl Kohl, Doug Hickman, Kathy Wittbrodt, Becky Lancaster
- II. Marketing Plan: presentation to Events committee set for May 8th. First meeting of several.
- III. Events Committee roles:
Chair: Karen
Secretary: Maryl
Committee Members: Doug, Becky, Eric, Kathy
- IV. Fall Festival
Discussed using past branding of “Autumn on River Street” instead of “FallFest”.
Discussed coinciding with Art Beat on Oct 5. Eric asked Lynn to set up meeting with Barb and Dan to discuss that possibility.
- V. Adjournment –

Elk Rapids DDA Events Committee Meeting Minutes

Special Meeting

Wednesday, May 8, 2019 5:15 PM

Cellar 152

- I. Welcome & Introductions
Karen Simpson, Maryl Kohl, Doug Hickman, Kathy Wittbrodt, Becky Lancaster among participants
- II. Marketing Plan: presentation by Maryl Kohl to Events committee
Discussion about key points of plan, specifically the digital media component—timing and pricing
Agreement to continue to the next step: presentation to Merchants Group
- III. Adjournment –

Elk Rapids DDA Events Committee Meeting Minutes

Wednesday, June 5, 2019 5:30 pm

Attendees: Karen Simpson, Becky Lancaster, Shaun Quinn, Paulo Frattini

ERACC

- I. Vendor presentation: Team Ads, Paulo Frattini
Mr. Frattini presented his company's ability to create downtown maps with revenue-generating advertising, for the committee's consideration. Karen Simpson concluded by saying that the committee is comparing options and would be in touch if interested in proceeding with Team Ads.
- II. July 4th Parade
Karen Simpson introduced the idea of holding a 4th of July parade in downtown ER, featuring kids on decorated bikes and decorated pets: "Pets and Pedals". 9:30 am staging, 10:00 am start. She will bring the idea to the DDA meeting on June 12. If approved she will work with ER police on logistics of street closures. Also will contact Norte for support and participation. Shaun Quinn agreed to work on graphics for marketing.
- III. Marketing Plan
Maryl Kohl will present the plan at the DDA meeting on June 12th. Tentative plan to aim for July start date on the campaign.
- IV. Fall Festival
Discussion regarding dates. September 21 is open from an area perspective, but may be too early for the committee's goal to drive traffic to ER in off-season.
- V. Adjournment – 6:22 pm.

Minutes

Ames St committee meeting 5/8/19

Present – Janisse, Thomas, Witte

Discussion regarding Ames st options

- Proposed motion to Village Council to send out Rfp for Design options for Ames st
 - Walkability
 - Sidewalks
 - Lighting
 - Trash bins
 - Driveability
 - Zoning / Planning

Date: Communication To:
Month Day Year

Name of body submitting communication:

Date of meeting body approved communication:

Members present (last names):

Chair of submitting body:

Topic of communication:

General purpose of communication:

Resolution/Motion/Request:

Material attached supporting communication (list each document separately):

COMMUNICATION RESPONSE:

Name of body responding to communication:

Date of meeting body approved response:

Members present (last names):

Chairman of body:

Response:

Material attached supporting response (list each document attached):

IVA'S NORTH -Iva's North Garden ERBC funds discussed.
YUCHASZ WALK-THROUGH – Marcus reported that the rock has been moved at this garden.
ZUPIN-ANDERSON – Work has continued, and funding has been awarded. Waiting for phase 3 funding.
Talk continues regarding replacing the bench and raising the rail. Talk continues regarding adding things other than flowers.

BEAUTIFICATION GARDENS

TERRACE GARDEN BIDS – in 2007: ERBC agreed to a simple design.

Quotes received to date:

BLACKMORE – design \$30,000

EVERGREEN – drawing \$100

PINE HILL – unresponsive

365 – Said they have provided a drawing. Kathy has the drawing.

DDA might be interested in helping with grants

- Bill Cooper, Village Manager – provided history on Terrace Garden project. Project has grown from a small project of a walk-pathway to reinforcing the area to other groups getting involved. ADA compliance also became a factor. The project went from a \$2000 plan to a \$30,000+ plan over 2 years. Cooper recommends finding grants to help fund this project.



Motion to form a subcommittee between ERBC and DDA by Carol Haley:

- Motion to approve by: Micunek
- Second by: Green
- Motion carried

and DPW

Carol Haley will chair subcommittee.
Susan Green will be on the committee

CHLORINATION BUILDING -
KIDS POND AND CEDAR STREET PARKING
TRAVERSE STREET PARKING – SONJA
MEDIAN -Lori & BARKER CREEK
HARBOR DRIVE
BOARDWALK SITTING GARDEN – JANINE

X. OLD BUSINESS:

POSTS AND CHAINS AROUND DOWNTOWN TREES –

- If posts and chains were ordered, Cooper reported they cannot be found.
Village would like to remove village trees on Cedar and River streets, on a rotating basis, as they grow, redo the sidewalk, and replace with appropriate trees. Plan will be different for Cedar and River streets.
- Appropriate species of trees need to be identified for the downtown area. Suggestions are welcomed. A variety of trees need to be planted.
- Micunek suggested these tree species: Ornamental Pears, Tree Lilac, European Horn Beam, Zelkova
- New trees must be trimmed from the start

XI. REPORT FROM COUNCIL – included as part of meeting from Cooper

XII. REPORT FROM DPW – included as part of meeting from Cooper

ELK RAPIDS BEAUTIFICATION COMMISSION
MEETING MINUTES
Wednesday, MAY 15, 2019
GOVERNMENTAL CENTER

I. CALL TO ORDER – meeting was called to order at 8 am

II. PLEDGE OF ALLEGIANCE

III. ROLL CALL

Sonja Perry, Susan Green, Janine Micunek, Lori Caruso, Carol Haley: all present

Not Present: Sandy Ehlers

III. CONFLICT OF INTEREST – none

V. APPROVAL OF MINUTES: APRIL 17, 2019

- Changes to minutes: Pat Stites Robyn Shank spelling errors

Motion to approve by: Haley

Second by: Micunek

Motion carried

VI. PUBLIC COMMENTS:

- **Matt Lafferty:** Planning and Zoning Administrator introduced himself

VII. FINANCIAL REPORT:

- Previous bills paid discussed

Motion to approve by: Haley

Second by: Green

Motion carried

VIII. APPROVAL OF BILLS:

- DOG PATCH (IVA'S NORTH GARDEN) \$61.25

Motion to approve by: Haley

Second by: Green

Motion carried

IX. GARDEN REPORT: **ROBYN SHANK**

- Crew leaders have met to discuss Preen's proper use – spreading Preen under the mulch. Next year products that will be eco-friendly will be purchased.

Motion by Carol Haley to remove shrubs by DPW:

- Motion to approve: Haley
- Second by: Green
- Motion carried

- Additional work, Janine reports needs a barrier would be needed. Won't know until the shrubs are removed. Cost should be between \$800-\$1000.

ZUPIN-ANDERSON DONATION FROM BEAUTIFICATION \$500

TREE DOCTOR – SPRAY SCHEDULE: has sprayed the library and gazebo evergreens trees

BETTER YARDS & GARDENS (SANDRA @231-499-7774)

- Very fortunate to have Sandra back
- A print out was given listing what BY & G performs for our gardens

CORN GLUTEN – INSTEAD OF PREEN

PLANTER BOXES FOR US 31 – UPDATE DDA

- Boxes are sitting at Pine Hill
- Steve Thomas, DDA, trying to finalize donations. Planning on moving ahead. 10 planter boxes have been ordered. Need to work out irrigation cost of \$3,000. Will have an answer within a week.
- Boxes are 55" x 12" approximately

XIII. CORRESPONDENCE
TREE DOCTOR

XV. ADJOURNMENT

Motion to adjourn the meeting at 9:30 by made by Carol Haley
Second by: Micunek
Motion Carried

NEXT MEETING: Wednesday, JUNE 19, 2019 AT 9 AM

XIII. NEW BUSINESS

ELECTION OF OFFICERS

- Sonja Perry introduced process to elect officers to ERBC
- Motion to nominate Sonja Perry as Chair. Motion made by: Micunek
- Perry accepted
- Motion to approve: Micunek
- Second by: Green
- Roll call to vote Perry as Chair of ERBC by Caruso:
- Micunek: Yes. Haley: Yes. Green: Yes. Caruso: Yes.
- Motion carried.
- Perry hopes all will work well as a team

Motion to nominate Carol Haley as Vice Chair to ERBC. Motion made by: Perry.

- Haley accepted
- Motion to approve: Micunek
- Second by: Green
- Roll call to vote Haley as Vice Chair of ERBC by Caruso:
- Micunek: Yes. Perry: Yes. Green: Yes. Caruso: Yes.
- Motion carried

Motion to nominate to Lori Caruso as Secretary. Motion made by Perry

- Caruso accepted
- Motion to approve: Perry
- Second by: Micunek
- Roll call to vote Caruso as Secretary of ERBC by Caruso:
- Micunek: Yes. Haley: Yes. Perry: Yes. Green: Yes.
- Motion carried

GARDEN CLUB REPRESENTATIVE – Susan Green

PLANTING SCHEDULE FOR ANNUALS – Marigolds

- **Thursday, May 30, 9 am, Tennis Courts. Friends are welcome to plant**

BOARDWALK SITTING GARDEN RENOVATION Report– JANINE

- Met with Marcus to discuss removal of shrubs. About 1 days' work at a cost of \$960.
- Needs ERBC approval,