

**DOWNTOWN DEVELOPMENT AUTHORITY
REGULAR MEETING AGENDA—**

Wednesday, February 12, 2020 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. **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
3. *CONSENT CALENDAR (Voice Vote, even if removed) The purpose of the consent calendar is to expedite business by grouping non-controversial items together to be dealt with by one Board motion without discussion beyond asking questions for simple clarification. Any Board member may ask that any item on the consent calendar be removed there from and placed elsewhere on the agenda for discussion. Such requests will be granted. If an item is not removed from the consent calendar, the action noted on the agenda is approved by a single board action adopting the consent calendar.*
 - A. *Accept Board meeting minutes from Jan 8, 2020*
 - B. *Accept Events meeting minutes from Feb 6, 2020*
4. *RRC Presentation – Dan Leonard*
5. *Public Comments – Citizen Comments*
6. *Treasurer’s Report – Financials Attached Separately*
7. *Subcommittee Reports / Updates*
 - a. *Events / Marketing Committee*
 - b. *Ames St. Committee*
 - c. *River St Committee*

Recycle bins
 - d. *Business recruitment / Development (Karen & Steve)*
 - e. *Membership Recruitment (Christine)*
 - f. *Bylaws review*
8. *New Business*
 - a. *Approval of Holiday expenses from December*

ER News – Ladies night ad \$182

Northern Express – Ladies night ad \$340

Reimbursement to Maryl – Ladies night Bingo Card Printing \$84.80

We need a motion and support to approve the \$606.80 total due payable out of the Events budget.

- b. Fells grant opportunity – Potential Opportunity
- c. Consumers Energy Foundation Pitch Night opportunity

9. Unfinished Business

- a. Project updates
 - i. Tc to Charlevoix trail
 - ii. Elk Rapids / Suttons Bay Ferry
 - iii. Elk Rapids Internet
 - iv. Trail-town (Christine)
 - v. Holiday Decorations – ad hoc committee (Sharon & Kathy)
 - vi. River St Streetlights – Steve & Kathy / Dpw
- b. Goals and Priorities review

10. 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.

Elk Rapids Downtown Development Authority
Regular Meeting Minutes
January 8, 2020
Government Center
315 Bridge St., Elk Rapids MI

Called to order 6:30 P.M.

PRESENT: Chair – Steve Thomas, Brian Scram, Sharon Fitzpatrick, Becky Lancaster, Village President Jim Janisse, Eric Ray, Karen Simpson.

EXCUSED: Kathy Wittbrodt, Christine Petersen, Shaun Quinn

ALSO PRESENT: Village Manager William Cooper, Secretary Lori Dawson,

Citizens Present: Three – Laura Savoy (Elk Rapids Chamber of Commerce), Kim Pontius (B3 Ferry), Rob Larrea (Village of Suttons Bay)

CONFLICT OF INTEREST: None

MOTION by **SIMPSON**, second by **LANCASTER**, to adopt the **Consent Calendar** as follows:
Accept minutes for:

December 11, 2019 Regular Meeting
January 2, 2020 Events Committee.

All those present voting yes. **MOTION CARRIED.**

Chair Thomas welcomed new member Cathy Brubaker to the Commission.

B3 Ferry Presentation – Kim Pontius – Received.

PUBLIC COMMENTS – CITIZEN COMMENTS: None.

TREASURERS REPORT– Received.

SUB COMMITTEES:

Events/Marketing Committee –Simpson reported on “It’s Chilly Cookoff” February 15, 2020.

Ames Street Project Committee – Janisse reported contact with C2A3. Meeting scheduled for January 27, 2020 at 3:30.

River Street Committee – Ray reported updates on Gateway Sign, MEDC & NLEA.

Business Recruitment/Development – Thomas and Simpson reported working with Chamber on business recruitment and By-Laws review. Looking into marketing piece and incentives.

NEW BUSINESS:

MOTION by **LANCASTER**, second by **FITZPATRICK** to approve payment for final holiday expenses of \$400.00 Paid to Rod Kuncaitis (Santa) and \$17.00 for updated Facebook artwork for Ladies night.

Roll Call Vote: Ayes – Scram, Fitzpatrick, Lancaster, Janisse, Thomas, Simpson, Ray, Brubaker; Nays – None;

Excused – Petersen, Wittbrodt, Quinn. **MOTION CARRIED.**

RRC – Redevelopment Ready Community –Simpson reported that the Self Evaluation has been filled out and submitted by Assistant Manager/Clerk Caroline Kennedy and the Planning/Zoning Administrator. Elk Rapids is 3rd in line for the process. Information is at MIPlace.org. The Village is coordinating with Networks Northwest to assist in the development of RRC items. They will share information as it becomes available with the DDA point person.

UNFINISHED BUSINESS:

1. TC to Charlevoix Trail –There is a meeting with people along the route planned.
2. Elk Rapids/Suttons Bay Ferry – Received by Pontius of B3 Ferry.
3. Elk Rapids Internet – No report.
4. Trailtown – No report.
5. Holiday Decorations – Ad-Hoc Committee. Fitzpatrick expressed her dismay at the decorations this season and the fact that they are falling. Village Manager, William Cooper indicated that he will go out for an RFP for next year.

BOARD COMMENTS:

Simpson spoke regarding the DDA Goals and asked Commission members to go over the list prior to the next meeting. Janisse mentioned that this should be done more than once a year.

Simpson requested that there be “Point People” for Sub Committees.

They are:

Ames Street Project Committee – Janise and Thomas
B3 Ferry – Ray and Thomas
Economic Development – Simpson
Events – Simpson
Membership Recruitment -- Petersen
RRC – Redevelopment Ready Community – Simpson
River St. Committee – Ray
Trailtown – Petersen

MOTION by **SIMPSON** second by **RAY** to adjourn meeting at 7:55 p.m. **MOTION CARRIED.**

From: "Pablo Majano (MEDC)" <majanop@michigan.org>
Date: February 4, 2020 at 10:01:08 AM EST
To: "Pablo Majano (MEDC)" <majanop@michigan.org>
Cc: "Dana Kollewehr (MEDC)" <kollewehrrd@michigan.org>, "Daniel Leonard (MEDC)" <leonardd6@michigan.org>, "Lindsey Miller (MEDC)" <millerl32@michigan.org>
Subject: Community Development Fellows Program

Good Morning,

I wanted to take a moment to ensure that you are aware of an exciting opportunity to receive additional support for your local community development efforts thanks to a partnership between MEDC and the Community Economic Development Association of Michigan (CEDAM). The **Community Development Fellowship Program** will provide 10 Michigan communities (one in each prosperity region) with a full time Fellow. Fellows will support and advance community economic development goals and Fellow projects will improve organizational capacity, increase local collaboration and remove barriers to development.

Last year, community development fellows worked in 11 communities and made a significant impact. 2019 impacts include:

- Secured \$944,000 in funding for communities
- Engaged 5,000+ stakeholders, including community residents, commissions, and small businesses
- Engaged 710 volunteers who contributed 3,100 hours of service

Full details on the program (including eligibility and match fund requirements) can be found at <http://cedamichigan.org/fellowship/>. Applications are due by close of business on **March 13, 2020**. Communities will be selected shortly after and will be involved in the hiring process for their local fellow. Fellows are expected to begin their work in June and continue for 15 months.

Any questions on this program may be directed to Sarah Teater (CEDAM) at 517-485-3588 or teater@cedamichigan.org.

This is an excellent opportunity to advance your community's RRC and community development efforts and I hope you'll consider applying.

Again – Any questions on this program please reach out to Sarah Teater at CEDAM.

Pablo Majano
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Strategy/Goal Proposal for Elk Rapids DDA April 2019

Mission: To be the catalyst for enhancing the overall health of the business community while preserving the character and supporting commerce.

Vision: Creating a vibrant, sustainable community where people and business thrive.

Big Idea:

Market our strengths while developing a multisector, comprehensive approach to encourage year-round viable commerce and a sustainable economy. Build collaboration across sectors around a common agenda.

Inspiration:

Change is inevitable. Be in control of the change. Move it in a positive direction or it will go the other way. Seek out opportunities. Have conversations.

Collaborate community wide to change attitudes.

Five Key Metrics for a Sustainable Healthy Community

- Active Outdoor Living/Healthy Food
- Year-Round Commerce/Population
- Social Cohesion
- Environmental Responsibility
- Excellent Education

10 Signs of a Successful Community

- People work together vs allowing political and past disagreements keep them from making progress
- They have big plans-A blueprint for the big ideas
- Downtown is #1-Attention, creativity and resources are poured into downtown to ensure success.
- Open, welcoming community
- You can easily name local patriots
- Public and private partnerships are real-both sectors understand that they can't be successful w/o each other
- People know the civic story
- Near a research University
- Community College is near and dear
- Distinctive, innovative schools

Urgent Needs

- Recruit DDA Board members that are engaged and invested in the community and bring knowledge, ideas and resources to the table.
- Recruit viable candidates for Village Council 2020 election who understand civic issues and are pro-business, change, prosperity, opportunity.

- Join community committees already working on projects (i.e. Tart Trail)
- Funding and NLEA partnership decisions
 - NLEA
 - Events
 - Grants
 - Private Sector investment
- Collaborate on projects with Village Council, Chamber, Green ER, Private Sector, Art Rapids, Tart Trail, Paddle Antrim, etc

Demographic Issues

- Median age is 60 years old. Higher than any other community around us.
- Declining year round population
- Aging population resulting in civic divide-against positive change, growth, prosperity
- Declining school population/Deteriorating school infrastructure/teachers and young families can't afford to live here
- Increasing dark streets/vacation homes and weekly rentals
- Stagnant/fixed income
- Extreme Seasonal economy, few year-round business with sustainable jobs
- Rising housing prices
- Rising taxes
- Aging infrastructure

Goals and proposed projects based on these issues: (Some projects will show up under multiple goals)

- Workforce Housing, allowing the 70% of workforce that doesn't live in ER to consider moving here. Attract young families. Build year-round population.
 - Housing committee consisting of public and private sector experts who are engaged and invested in community
 - Survey potential property opportunities quickly
 - Find Housing opportunities outside Village with lower taxes and water bills
 - Research and implement grant opportunities for rental rehab
- Market our assets/Build a sense of place/Wayfinding
 - Water on all sides
 - Quaint downtown
 - Bridge Walk
 - Destination Businesses
 - Golf Course
 - Good Health Care close
 - Great Schools
 - Safe, low crime community
 - Torch Lake Tour
 - Close to TC 20 minutes
 - Close to NMC 15 minutes
 - 10 minutes from resort (build relationship)

- Build year-round economy-Shoulder season and winter activities-outdoor activities
 - Tart Town Initiative
 - Paddle Antrim
 - Bridge Walk
 - Collaborate with Art Rapids and Chamber on Community Events
 - Establish and market bridge walk
 - Ferry Service to and from Sutton's Bay
 - Protect neighborhoods from going dark/Regulate short term rental businesses
 - Market year-round assets and destination businesses-Winter Warriors
 - Develop Christmas shopping season
 - Develop winter events and activities to attract visitors into town
 - Year-round farmer's market/CSA drop off in town
 - Build relationship with Resort
- Strengthen Downtown/protect retail/Add unique businesses
 - Wayfinding-Gateway signing
 - Mixed use rehab Grant (Java Jones, Changs, Doc Schutte, Laywer, etc)
 - Succession planning
 - Develop plan to attract unique businesses
 - Market aggressively-Merchant Mondays, Winter Warriors, Christmas shopping, Shop Local, Events
 - Add electric car charging station
 - Events in shoulder and winter seasons
 - Move Farmer's Market to downtown
- Attract sustainable Jobs/ Businesses
 - Tax and infrastructure incentives-building the tax base
 - Comprehensive Ames Street Revitalization Plan and Bridge Walk Extension
- Environmental action-Water is everything-Incentives for Green Energy
 - Collaborate with Green ER on action-oriented projects
 - Work with Merchant Group to promote responsibility for a greener business community
 - Electric charging station
 - Green Academy
- Build School Enrollment
 - Support marketing
 - Support aesthetic improvements
 - Day Care
 - Workforce housing initiatives

Put Your Town On The Map

Consumers Energy Foundation Pitch Competition

The Consumers Energy Foundation is offering grant opportunities to help put your community on the map. We are seeking innovative ideas that will energize your town and create momentum that builds a stronger sense of community. If you are selected, you will be invited to present to a panel of judges during the Small Town & Rural Development Conference. The top three presentations will be awarded one of three grants:

First Place:
\$25,000

Second Place:
\$15,000

Third Place:
\$10,000



Sample Topics to Put Your Community on the Map

- Downtowns – store vacancies, attracting visitors, housing, etc.
- Social – housing, education, employment, etc.
- Placemaking
- Tourism
- Youth community engagement
- Community pride
- Unifying or strengthening the community
- Business acceleration, retention, attraction

How to Submit Your Idea

Visit <http://cedamichigan.org/rpm/conference-rpm> Complete the online form and click submit. Grant winners will be selected and announced at the Small Town and Rural Development Conference. Funds will be presented to winning communities at a scheduled time following the conference.

For more information, contact acmoody@cedam.info

Who is Eligible?

- Rural municipalities with a population up to 10,000
- Could be local government, non-profit (501c3), chamber of commerce or a type of similar group
- This competition is community-focused; no individuals, businesses, corporations or LLCs
- Must be able to present your idea at the annual Small Town and Rural Development Conference
- Idea presented must be conceptual or in the startup phase; previously attempted projects not allowed
- Community must be in the Consumers Energy natural gas or electric service territory
- One submission per community/municipality

2020 Pitch Competition Schedule

- March 2: Submissions due to CEDAM by 11:59 p.m.
- March 9: Finalists selected and notified
- March 27: PowerPoint presentations due to CEDAM
- April 22: Pitch presentations

Consumers Energy

FOUNDATION