

Elk Rapids Downtown Development Authority
Regular Meeting Minutes
February 12, 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, Kathy Wittbrodt, Eric Ray, Karen Simpson, Cathy Brubaker and Shaun Quinn.

EXCUSED: Christine Petersen.

Citizens Present: None.

CONFLICT OF INTEREST: None.

MOTION by **FITZPATRICK**, second by **LANCASTER**, to adopt the **Consent Calendar** as follows:

Accept minutes for:

January 8, 2020 Regular Meeting

February 6, 2020 Events Committee.

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

RRC Presentation – Dan Leonard—Cancelled.

PUBLIC COMMENTS – CITIZEN COMMENTS: None.

TREASURER’S REPORT – Received.

SUB COMMITTEES:

Events/Marketing Committee –Events: Simpson handed out a revised calendar and updated on “It’s a Chilly Cookoff” February 15, 2020.

Marketing – Suggested a full-page ad in the **Chain O Lakes Guide** put out by the Chamber of Commerce. If all of the Downtown business participated it would be affordable. Simpson will contact Laura Savoie from the Chamber to discuss it further. Lancaster suggested that Ames St business would want to do the same thing.

Ames Street Project Committee – Janisse reported the “Kick-off Meeting” held January 27, 2020 at 3:30.

Worked on a formalized plan. Went over what exists now, Planning and Zoning of the different areas.

Next meeting will be late April or early May. They will begin with a 5-year goal, 10 year goal, possibly going as far as 25 years for the area from US 31 to the Village limit. They discussed the Bridge, how to get over and under it, a portion of the River Walk Restaurant’s parking lot is owned by the Village (should that be reclaimed for Village use?) The term Corridor should be changed to Boulevard (sounds more appealing).

River Street Committee – Ray reported the Committee is dividing up the projects per Committee Members. Janisse, Simpson and Ray had a very productive meeting with Dan Leonard from MEDC. Elk Rapids is close to starting the process of becoming a Ready Development Community. Met with Elise Crafts – Grant Writer/Planner, could possible help put together the entire plan when the time comes. Regarding recycling bins, they went over options, turned them over to Green ER for their top 2 choices. Thomas has been talking to a company regarding updating the streetlights in the downtown area. They are outdated. One bid - \$1,600.00 to replace the top of each pole. Another electrical engineer figured out a way to do it for about \$200.00 per pole (not replacing the top). We have the ability to replace every other pole from Pine St. to US 31 for approximately \$5,000.00. If DDA moves forward with this, it is possible to request that the village pays for the remaining poles to be replaced. (DPW would also be absorbing some of the cost as they will be fabricating and installing the sleeve on the poles.) One of the suggested lights is installed at the corner of Cedar and River by Siren Hall.

MOTION by **WITTBRODT**, second by **FITZPATRICK**, to approve spending \$5,000.00 for the purchase of new lights for every other pole from Pine St. to US31, provided the Village will pay for the replacement of the remaining poles. After further discussion, **VOTE IS TABLED** until more information could be gathered.

Business Recruitment/Development – Nothing this month.

Membership Recruitment – Nothing this month.

Bylaws review – Nothing this month.

NEW BUSINESS:

MOTION by **RAY**, **SECOND** by **LANCASTER**, to approve payments for: ER News – Ladies night ad \$182.00, Northern Express – Ladies night ad \$340.00, Reimbursement to Maryl Kohl \$84.80, Kym’s Kopies \$67.40, Holly White – Poster and ad design \$150.00 – **TOTAL \$824.20** from **EVENTS BUDGET**.

Roll Call Vote: Ayes – Scram, Fitzpatrick, Lancaster, Janisse, Thomas, Wittbrodt, Simpson, Ray, Brubaker, Quinn; Nays – None. Excused – Petersen. **MOTION CARRIED**.

Fells Grant opportunity – Simpson indicated that they are starting the process for RRC. We have been given the opportunity by MEDC for a Fellows Program. If granted, we would host a Fellow who would work with Elk Rapids DDA to implement programs, help with what is currently being worked on, find funding, administrative, etc. This person would, in turn, receive training in developing work plans, tasks and deadlines for projects, meeting with key stake holders in the community, attending 5 professional development days in Lansing, and attending 2 statewide conferences. Benefits to the community is to provide a full-time community Fellow to improve organizational capacity, increase community engagement, implement community development projects, etc. As a Host Community, our responsibilities entail actively reach and maintain the RRC Certification, identify a Point Person who will act as a local supervisor and mentor to the Fellow, participate in Fellow interviews, introduce the Fellow to community stake holders, provide adequate work space, schedule bi-weekly meeting to discuss work progress and document performance. Application deadline is March 13, 2020. If we receive this Fellowship, it would cost us \$6,000.00.

MOTION by **LANCASTER**, second by **SIMPSON** to apply for the **FELLS GRANT**. All those present voting yes. **MOTION CARRIED**.

Consumers Energy Foundation Pitch Night – Possibility to win \$10-25,000.00 grant. Collaborative effort, DDA, Library, Chamber, Schools. A couple of ideas, Joint workspace, Teen space.

MOTION by **SIMPSON**, second by **LANCASTER**, to pursue opportunity. All those present voting yes. **MOTION CARRIED**.

UNFINISHED BUSINESS:

Traverse City to Charlevoix Trail – Simpson, working to get the 3 Committees to work all in sync to discuss the In-Town Trail. C2AE rated which routes would be best for coming into town. Their recommendations will be given to the committee.

Elk Rapids to Suttons Bay Ferry – Janisse reported Kim Pontius presented to Village Council. TTEE Melissa West will be the Point Person. Ray and Quinn also volunteered to be involved.

Elk Rapids Internet – nothing to report.

Trail Town – Nothing to report.

Holiday Decorations –Fitzpatrick & Wittbrodt provided update. Village Manager Bill Cooper will be calling an Ad-Hoc meeting with DDA, Beautification and Garden Club. It was suggested that Fitzpatrick or Wittbrodt schedule meeting.

River St. Streetlights – Previously discussed.

Goals and Priorities review – Simpson provided updated goals and handed out an Action Plan for Committees. Brubaker feels that under “threats and issues” that the high cost of water/sewer in Elk Rapids should be added. Next step is for the Committees to get together and do an action plan combined with goals from River St.

BOARD COMMENTS:

Janisse – Complemented the DDA for coming up with Goals and acting on them.

Simpson – Spoke to the millage and how important it is to the Village. Suggested the DDA write a letter of support to the Advocacy Group, discuss it at next month’s meeting.

Simpson – Received a letter from an 8th grader from Cherryland Middle School looking for donations for his Community Project, which is building a “Little Library”. Wondering if any Commission member would like to donate.

Thomas – April 30th 5-8 p.m. Networking event at the Trout Town Tavern in Kalkaska sponsored by the Michigan Downtown Association. There will also be a summer event in Charlevoix in June.

Janisse – March 26th 10:00 a.m. at the Bellaire Senior Center, the Housing North group will be meeting. Janisse would like to see members attend. He requested Thomas forward the information to all members.

Thomas – Asked if anyone has taken the Housing North Survey. Simpson indicated that Assistant Manager/Clerk Caroline Kennedy was handling that. When asked how the Ad-Hoc committee was going, Simpson said they have had one meeting, determined priorities, developing a map of the village of potential properties and an overlay of village owned properties that might be available, with the main priority is education, what kind of housing we need, why we need it.

Quinn – Let the Commission know he was happy to be a part of it. He indicated he would like the discussion on “Who are we, Who is Elk Rapids?” that he heard in one of the first Council meetings he attended, to be revived.

Simpson – Events Committee is working with Harbor Days to make it more of a collaborative involvement versus just a Harbor Days Committee. Quinn is now on the Harbor Days Committee.

MEETING ADJOURNED at 8: 13 p.m.