

**DOWNTOWN DEVELOPMENT AUTHORITY**

**Special MEETING AGENDA—**

**Wednesday, April 15, 2020 at 4pm**

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. *Public Comments – Citizen Comments on Agenda items only*
4. *New Business*
  - a. *Election of officers*
  - b. *Approval of \$3000 spent for Newspaper informational campaign*
  - c. *Update on Coronavirus activities currently underway*
    - i. *– info tree- Karen*
    - ii. *-supplies drive- Christine*
    - iii. *Chamber survey results and resulting action- Karen*
  - d. *Discussion of Potential for Coronavirus loan \$ from DDA*
    - i. *Subcommittee to set guidelines / \$ amounts for board approval*
    - ii. *Short term loan- paperwork for agreement-*
  - e. *Other DDA assistance options*
    - i. *Grant research/ writing?*
5. 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.*

**MEMBERS OF THE PUBLIC**

MEMBERS OF THE PUBLIC: Please see the attached instructions for participating electronically in this meeting. The Village will be using Zoom webinar to conduct meetings until the state's Stay Home/Stay Safe order is lifted. Read all of the instructions before joining the meeting.

## **MEMBERS OF THE PUBLIC:**

**Please see the attached instructions for participating electronically in this meeting. The Village will be using Zoom webinar to conduct meetings until the state's Stay Home/Stay Safe order is lifted. Read all of the instructions before joining the meeting.**

Before the start of the meeting

1. Zoom virtual meeting will start 30 minutes before the posted meeting start time
2. All participants will be placed in a virtual waiting room until the meeting moderator (Host) starts the virtual meeting
3. Video/Audio Settings
  - a. DDA Member and the Village Manager will be unmuted immediately (by the meeting moderator) upon joining the meeting
  - b. Meeting attendees will have their video turned off and we will not see their faces.
  - c. The meeting moderator is the only person who is able to unmute meeting participants during the meeting
4. Information you need to know:
  - a. Recorded Meeting: This meeting is being recorded
  - b. Public Participants: All meeting participant's audio will be muted and their individual video broadcast will be turned off when they join the virtual meeting.
  - c. Violations: According to the Attorney General, disruptive behavior maybe be subject to criminal charges under MCL 752.797 and MCL 750.540. Disruptive behavior may result in being muted, being returned to the waiting room, or being removed from the meeting.
  - d. Public Comments:
    - i. The DDA Chair will announce that we have reached public comment.
    - ii. Participants wishing to speak will "raise their hand"
    - iii. The DDA Chair will greet the person, ask them to state their first/last name, home address and limit their comments to 3 minutes
    - iv. The moderator will unmute them
    - v. After their comments have been concluded, the moderator will mute the participant

NOTE: We will complete steps 2-5 until all public comments have been heard.

After the meeting adjourns

1. Meeting Moderator will save the meeting recording to the Zoom cloud

### **How the public can participant in the meeting**

- Virtual meeting link is included with agenda materials (below)
- Options to join
  - Click on meeting link - no need to setup a FREE Zoom account
  - Use Zoom app or web site – only need meeting ID and password

Please click the link below to join the webinar:

<https://us02web.zoom.us/j/82657191652?pwd=UWJVVIJQSG5HNWZuYWpldy9FeXJiZz09>

Password: 822902

Or iPhone one-tap:

US: +13126266799,,82657191652# or  
+16465588656,,82657191652#

Or Telephone:

Dial (for higher quality, dial a number based on your current location):

US: +1 312 626 6799 or  
+1 646 558 8656 or  
+1 253 215 8782 or  
+1 301 715 8592 or  
+1 346 248 7799 or  
+1 669 900 9128

Webinar ID: 826 5719 1652

International numbers available: <https://us02web.zoom.us/j/82657191652?pwd=UWJVVIJQSG5HNWZuYWpldy9FeXJiZz09>

For the Hearing Impaired requiring assistance: Please notify the Village no later than Friday, April 17, to receive instructions as to how to connect to this meeting.

To: Jim Janisse

Cc: Bill Cooper, Lori Dawson

4/14/2020

Re: DDA reappointment

As I was asked about whether I wanted to be reappointed next month to serve another term on the DDA I thought about a decision I had made back in Nov/ Dec. Then I had told myself I was going to serve out my term and then step down from DDA. At that point I thought I may change my mind, but I have not.

I have enjoyed working with and serving with the board members and the various village staff that have always come to my aid to assist what we as DDA were trying to accomplish.

When we are ready for elections on Wednesday I will mention that Sharon and myself are not eligible for office as neither one of us will be on the board. Once we are done with our special meeting on Wednesday I will gladly hand off the gavel to whomever is elected to be new chair. My term as I understand it is up at the end of the month, so if the new chair has questions for me on anything I will answer them to the best of my ability.

Thank you for the opportunity to serve the Village that I grew up in. It has been a pleasure and I am sure I will still see you around after Wednesday.

Steve Thomas

**ALL COMMISSIONS MUST ELECT OFFICERS THE FIRST MEETING IN MAY.**

**A nominee, including the current chairperson, may nominate themselves. If the current chair wishes to serve again, s/he should entertain other nominations first. If not among those nominations, the chair may nominate her/himself.**

**A nominee may decline the nomination.**

**If the chair is nominated and does not decline the nomination, they must also vote.**

**THE CURRENT CHAIR MAY USE THE FOLLOWING SCRIPT:**

Chair \_\_\_\_\_: "I call for nominations for the office of **Chairperson**."

"Motion by \_\_\_\_\_, second by \_\_\_\_\_, to nominate \_\_\_\_\_ as the **Chair**."

"Are there other nominations?"

(If YES, follow same process. Otherwise proceed as below.)

"Hearing no other nominations receiving a second, nominations are closed."

"The question being on the election of \_\_\_\_\_ to the office of Chair--Roll Call Vote."

Roll Call Vote: \_\_\_\_\_ Motion Carries/Defeated

\*\*\*\*\*

Chair \_\_\_\_\_: "I call for nominations for the office of **Vice Chair**."

"Motion by \_\_\_\_\_, second by \_\_\_\_\_, to nominate \_\_\_\_\_ as Vice Chair."

"Are there other nominations?"

(If YES, follow same process. Otherwise proceed as below.)

"Hearing no other nominations receiving a second, nominations are closed."

"The question being on the election of \_\_\_\_\_ to the office of Vice Chair--Roll Call Vote"

Roll Call Vote: \_\_\_\_\_ Motion Carries/Defeated

\*\*\*\*\*

Chair \_\_\_\_\_: "I call for nominations for the office of **Secretary**."

"Motion by \_\_\_\_\_, second by \_\_\_\_\_, to nominate \_\_\_\_\_ as **Secretary**."

"Are there other nominations?"

(If YES, follow same process. Otherwise proceed as below.)

"Hearing no other nominations receiving a second, nominations are closed."

"The question being on the election of \_\_\_\_\_ to the office of **Secretary**--Roll Call Vote"

Roll Call Vote: \_\_\_\_\_ Motion Carries/Defeated



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Comment(s) for:

1

On a scale of 1 to 5, with 5 being highly impacted, how has your business or organization been impacted by the Coronavirus outbreak so far? (Mark all that apply)

26 Responses

15 per page Update

Answer	Respondent
This business is completely shut down by the government and unsure as to when work can continue due to the nature being human touch! Help is required and needed immediately for us to survive! Any suggestions?	Anonymous
Our business is 100% tied to the casino and hospitality industry who has been dramatically impacted by the virus.	Anonymous
not working retired	Anonymous
we anticipate a loss of summer rentals at a like cottage	garrysum2002@gmail.com
As a Travel Agent, I can work from home. The negative is that vacations are being postponed until after the quarantine is lifted.	Anonymous
Real Estate being considered "non-essential" was a big hit to our industry overall.	kelliesergent@outlook.com
complete stoppage of work, due to stay at home order	Anonymous
my business closes from January thru April. I will not really know the specific effects until May.	Anonymous
Hair salon shut down, waiting to hear if my request for unemployment goes through.	Anonymous
Had to close Silly Sister's Pottery classes, and will resume after this is over, but classes will extend into the summer season, for sure.	dmoline@torchlake.com
T	Anonymous
Thrift Store was closed. Food Pantry continues to operate with strict sanitization and limited consumer contact.	chockin@charter.net
We are a yoga studio and have been closed for 3 weeks.	Anonymous
We are hoping to begin our classes online but there is a significant learning curve for teachers while complying with our yoga alliance and insurance compliance.	Anonymous
Dental office has been closed since 3/17	Anonymous
this is the non-profit community cupboard so we have seen, and anticipate more, increase in our services. However, we have been very blessed in receiving both monetary and food donations to help us. The one concern is if we will have enough to serve our growing client base.	Anonymous

15 per page Update

Have Feedback?



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Comment(s) for:

1  
 On a scale of 1 to 5, with 5 being highly impacted, how has your business or organization been impacted by the Coronavirus outbreak so far? (Mark all that apply)

26 Responses

Answer	Respondent
Thrift Store was closed. Food Pantry continues to operate with strict sanitization and limited consumer contact.	chockin@charter.net
We are a yoga studio and have been closed for 3 weeks. We are hoping to begin our classes online but there is a significant learning curve for teachers while complying with our yoga alliance and insurance compliance.	Anonymous
Dental office has been closed since 3/17	Anonymous
this is the non-profit community cupboard so we have seen, and anticipate more, increase in our services. However, we have been very blessed in receiving both monetary and food donations to help us. The one concern is if we will have enough to serve our growing client base.	Anonymous
I work from home independtly, so there hasn't been a big change.	Anonymous
My business is photography and this is normally the slower time so impact of virus isn't an issue. Not getting bookings which is due to uncertainty of how long all this will continue.....so may see some of that later.	nakiah6123@yahoo.com
We are "essential personnel"	katy.caddy@chemicalbank.com
Since we are a motion picture theatre. We are operating at zero with the exception of some long term maintenance.	joe@elkrapidscinema.com
Trying to do anything we can to make payroll for as long as we can. If no one can leave their house. very soon - no one will be buying houses. Hoping to help those going through refinane while rates are low.	diana@riversidelittle.org
When your closed since March 16th it's a survival thing	brettgourdie@gmail.com
I am seasonal business and I am hoping to get back to normal by June. (Hi its Tawny from tiny traveling boutique!)	tawnycoxmi@gmail.com
I am able to sell online starting May 1st but I am not expecting to be able to open at that time.(fingers crossed)	
I have had a pop up already postponed (May 2nd) to September 5th. It is a kentucky derby party at the back lot in petloskey.	
Im already thinking ahead to things like local delivery which I am very open too. I am nervous about the summer going forward.	
As a Library Board Trustee I am not impacted by this sas our our Staff	barsenji@gmail.com
We are an art gallery and are closed for the duration if the time.	rgstreit@aol.com
Our business is at a standstill. All employees have been laid off. Not sure if we will re-open most of our stores	doughlickman@charter.net
Not being open is hurting us all. Business and employees.	thelocal145@gmail.com



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Comment(s) for:

2 Our organizations are collaborating and identifying ways that we can best support the business community during the COVID-19 pandemic.? This could include evaluating upcoming events, providing information and best practices, facilitating solutions, and providing direct financial or technical assistance.? How can we best help your business navigate this situation?? (Mark all that apply)

14 Responses

20 per page

Answer	Respondent
This business and others of the like will be forced to close down if we cannot get financial aid.... SOON!	Anonymous
n/a	Anonymous
I am okay right now. Would love to see how I can expand my reach for advertising if people need help booking their vacations. My services do not cost anything extra.	Anonymous
Thanks for your help with the CARES ACT documents on your FB Page. i will definately be taking advantage of the PPP	Anonymous
Keep up to date hours for business that remain open	Anonymous
i think the Chamber's daily newsletter is the best thing going...filled with resources and information	Anonymous
You and the Elk Rapids Newspaper have been amazing in communicating that we are OPEN. Thank you	Anonymous
Few of my clients are local. I tend to work with out-of-state clients online.	Anonymous
I do not personally need any help right now, but would like to offer up information as I have it.	katy.caddy@chemicalbank.com
I am always available to help out	John.Kidlinger@dignitymemorial.com
Thank you.	diana@riversidetitle.org
Upcoming events being postponed and not cancelled I think would be ideal for all local and of course seasonal businesses as we go into Summer 2020.	tawnycooxmi@gmail.com
Library is functioning as best it can at this time	barsenji@gmail.com
Keep Builders up to date on Michigan "essential" workers	qjnault@waniganbuilders.com

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Comment(s) for:

## 3 In what additional ways can the ERACC/DDA support your business or organization over the next few months? (Mark all that apply)

10 Responses

10 per page

Answer	Respondent
My water bill just went up. My business is shut down, yet my water bill went up by \$5. I am not using as much water. Why is my water bill going up? Reduce our water bills. This is outrageous. The village of Elk Rapids needs to reduce taxes and water bills to help small businesses to survive.	Anonymous
n/a	Anonymous
What is the village doing to help small businesses in Elk Rapids? Are they reducing taxes? Are they reducing water bills? We still have employees and bills to pay. Everyone is working together, what is the village doing to help businesses and residents? I would like to know!!!!!!!!!!!!	Anonymous
Tell Elk Rapids to forgo property taxes, water bills and other fees. They need to step and stop the collection of all these high bills and fees. If they want a strong business community to emerge after all of this, they need to waive or reduce high taxes, water bills, etc. Be part of the solution and not force businesses to leave Elk Rapids.	Anonymous
Would love help with setting up a better on line presence.	Anonymous
Have the village waive water and sewer bills for downtown businesses for the next six months. Many of the businesses are closed, so nobody is using the water but the minimum monthly bills will still be sent. If the village doesn't work with business properties to lower these costs, it shows they aren't interested in supporting businesses.	Anonymous
Nothing at this time	
As a small non-profit, I would benefit greatly from an HR consultant who could help me navigate all of the options related to staffing, etc.	barsenj@gmail.com
My board is looking into government programs for nonprofits, so depending on what we determine I may need additional support. I will let you know!	jenn@grassriver.org barbt@newtonroad.org
A couple weeks ago I emailed the Village Council, Village administration and Chamber Director asking the Village to give each customer one month off of their Village water and sewer bills. There is plenty of surplus to offset the one month offer. No one replied pro or con. The Chamber and DDA could ask for the same consideration. They could also ask the Village, Township and County to consider lowering the summer tax millages to assist every taxpayer.	bluetherongallery@sbcglobal.net

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Text answer(s) for:

4

What are your short term needs?

44 Responses

15 per page

Answer	Respondent
Business revenue	Anonymous
Have the village reduce water bills and taxes.	Anonymous
Challenges involving working remotely with staff.	Anonymous
Enough money to make it through the shutdown.	Anonymous
i am okay	Anonymous
none in the pre-season short term	garrysum2002@gmail.com
Getting my name out there.	Anonymous
none	Anonymous
box stores selling garden center items	andrea@pinehill-nursery.com
Money	Anonymous
Nothing except communication, which has been great	Anonymous
\$	Anonymous
None	dbmoline@torchlake.com
business (take-out)	Anonymous
Customers	Anonymous

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Text answer(s) for:

4 What are your short term needs?

44 Responses

15 per page

Answer	Respondent
Sales then labor	Anonymous
Reduce the taxes and water bills	Anonymous
Volunteers and additional funding	chockin@charter.net
I'm Good now	Anonymous
Learning best ways to take classes online professi	Anonymous
donations	Anonymous
cash	Anonymous
Unemployment info, STR mtg w/stakeholders	Anonymous
I'm set.	Anonymous
Navigating the loan process	Anonymous
Financial due to loss of sales	theplace@promoplace.com
Ability to educate the community	katy.caddy@chemicalbank.com
None.	Joe@elkrapidscinema.com
Nothing right now	John.Kiblinger@dignitymemorial.com
Reduce utility bills.	Anonymous

15 per page

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Text answer(s) for:

4 What are your short term needs?

44 Responses

15 per page Update

Answer	Respondent
Working Capital	info@cedarcreekinteriors.com
Information on loanz	diana@riversidetitle.org
To reopen that simple	brettgourdle@gmail.com
Getting the word out about local delivery	tawnycoxmi@gmail.com
none	barsenji@gmail.com
Help understanding fed & state funding options	jenn@grassriver.org
none really except to get this over.	rgstreet@aol.com
Funding for payroll.	barbt@newtonsvoad.org
Taken care of	hairport.salonandspa@yahoo.com
Operating cash in the form of a grant	doughnickman@charter.net
Everyone stay home to end this asap	erfire@elkrapids.info
None at this point	dcentalae@elkrapids.org
Cash flow	gourds@pillywigsgarden.com
Aid for paying bills and employees	km.simpson58@gmail.com

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Text answer(s) for:

5 What do you think your long term needs might be?

49 Responses

20 per page [Update](#)

Answer	Respondent
Business revenue	Anonymous
Have the village reduce water bills and taxes.	Anonymous
Client base shrinking and lack of work	Anonymous
Enough capital to start up my business again.	Anonymous
i am okay	Anonymous
finding renters for the summer weeks	garrysum2002@gmail.com
Referrals.	Anonymous
To get back to work	kelliesergent@outlook.com
updates from the SBA	Anonymous
Money if not able to open	andrea@pinehill-nursey.com
Downsize my business	Anonymous
Find food available that I need.	Anonymous
Long term? 6 months to a year? no idea yet	Anonymous
\$	Anonymous
Unknown	Anonymous
Might have to find other outlets for my pottery.	dbmoline@forchlake.com
financial	Anonymous
Customers	Anonymous
Sales!	Anonymous
Reduce the taxes and water bills	Anonymous

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Text answer(s) for:

5 What do you think your long term needs might be?

49 Responses

20 per page

Answer	Respondent
Hard to determine	chockin@charter.net
gaining a clientele back when this settles.	Anonymous
Paying teachers, rent, and other expenses	Anonymous
cash	Anonymous
STR discussions.. VISITORS key to local recovery!	Anonymous
I should be good.	Anonymous
New marketing avenues	Anonymous
Shopping local	thelace@promoplace.com
we expect an influx of traffic after this event	katy.caddy@chemicalbank.com
? Depends on what long term means.	joe@elkrapidscinema.com
financial, if Summer tourism is cancelled/declines	theflourpot.elkrapids@gmail.com
Masks	John.Kiblinger@dignitymemorial.com
Reduce water and sewer costs.	Anonymous
Gaining confidence from consumers.	info@cedarcreekinteriors.com
Business	diana@riversidelite.org
Survival	brettgourdie@gmail.com
Business/orders	brent@nowakcabinets.com
events being postponed and not cancelled	tawnycoxmi@gmail.com
none right now	barsenji@gmail.com
Maintaining donors	jenn@grassriver.org

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**Text answer(s) for:**

5 **What do you think your long term needs might be?**

49 Responses

Answer	Respondent
Lots of customers with money to spend	rgstreit@aol.com
Funding for events /other youth education work.	barbt@newtonroad.org
unknown but probably financial	jillscheiter@gmail.com
More employees	hairport.salonandspa@yahoo.com
Customers	doughickman@charter.net
hard to plan	erfire@elkrapids.info
Possibly masks, gloves, but not at this time	dcentata@elkrapids.org
Lack of work due to other's cash flow	gourds@pillywigginsgarden.com
Marketing, staffing, depends on when we get back t	krm.simpson58@gmail.com

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Text answer(s) for:

6 Are there any resources or information that you have come across that you feel would be beneficial to share?

22 Responses

15 per page

Answer	Respondent
No, nonexistent answer to this question!	Anonymous
Have the village reduce water bills and taxes.	Anonymous
SCORE TC	Anonymous
n/a	Anonymous
Michigan Realtors has some great information	kelliesergent@outlook.com
the forgivable 10,000 EIDL available immediately	Anonymous
Mich rest assoc	Anonymous
You are doing a fine job of sharing resources	Anonymous
bridgemi.com	Anonymous
SBA Business loans and virtual sales	Anonymous
Avoid Ibuprofen.	Anonymous
SBA loan info from bankers and online	mike@a-ga-ming.com
No	theplace@promoplace.com
Chemical Bank is an approved SBA lender	katy.caddy@chemicalbank.com
No	joe@elkrapidscinema.com

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Text answer(s) for:

6 Are there any resources or information that you have come across that you feel would be beneficial to share?

22 Responses

Answer	Respondent
Gov updates	diana@riversidetitle.org
Building and trucks	brent@nowakcabinets.com
no	barsenj@gmail.com
support making of masks for our region, see below	barbt@newtonroad.org
Chemical Bank has been finding ways for me to get	hairport.salonandspa@yahoo.com
All of the SBA and State Loan programs	doughickman@charter.net
All aid to small businesses	km.simpson58@gmail.com

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Comments(s) for:

7 Which of the following categories best describes the industry you work in?

5 Responses

10 per page ▼

Answer	Respondent
41 years but no longer working	Anonymous
If this virus extends into the summer season, it could significantly reduce my business.	dbmoline@torchlake.com
ADA has been doing a great job for dentists	Anonymous
Banking https://www.gand10news.com/2020/03/29/dreamlab-industries-in-need-of-support-while-making-masks/	katy.caddy@chemicalbank.com
If you would like to participate in making supplies, visit joann.com/stores to find a classroom near you. Tutorials are also available online at joann.com/maketogive.	barbt@newtonroad.org

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Comment(s) for:

8 Please indicate what size business or organization you represent:

6 Responses

10 per page

Answer	Respondent
automotive stampings and assemblies	Anonymous
We have only 1 paid staff person, the Thrift Store Manager, all others are volunteers.	chockin@charter.net
I have 500 students but a smaller amount that are consistent.	Anonymous
I feel for the other small businesses who are renting/leasing have store fronts & expenses and hope they will get the assistance they need. I'm only a part time business and work out of my home. I do not rely on my business for income for my basic living needs. I am retired from my original career so supplement my pension with my part time business, so therefore am not feeling the financial pinch that those small business owners who rely on their business as their main source of income. Thank U	nakiah6123@yahoo.com
Difficult to answer as a Library Trustee.	barsenji@gmail.com
Is this referring to employees or number of businesses.	blueherongallery@sbcglibal.net

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Text answer(s) for:

9 If you are comfortable providing your name, email, and phone number for additional follow up, please do.

35 Responses

50 per page

Answer	Respondent
Zoetic Group Melissa West Nancy Gribi 604 Pine street Elk Rapids, MI, 49629 231-392-3638	Anonymous
Sarah Hulwick Swan and Sparrow Travel sarah@swanandsparrowtravel.com 231-360-1264	Anonymous
Kellie Sergent, kelliessergent@outlook.com 231-499-1814	kelliessergent@outlook.com
Andy Bogard Bogard and Sons Construction 231-499-6025	Anonymous
Sharon Fitzpatrick sharon@fitzinsurance.com 231-264-0333	sharon@fitzinsurance.com
Pine Hill Nursery, andrea@pinehill-nursery.com 231-599-2824	andrea@pinehill-nursery.com
Becky Lancaster lancasterbec@hotmail.com 231-620-1633	Anonymous
karen baker kbakerxd@gmail.com	Anonymous
Barb Mullaly art@mullalys128.com 231-83-5325	Anonymous
Scott Nelles	Anonymous



Acme Christian Thrift Store & Food Pantry actstorepantry@gmail.com or chockin@charter.net	chockin@charter.net
Lynn Altonen lynnaltonen@budgetblinds.com 2331-267-9100	Anonymous
Jan Boettcher 231-463-4556 Jan@elkrapidsyogafflow.com	Anonymous
Scott Perron All Smiles 231-676-7504	Anonymous
Pam Coleman, pcolecomm@icloud.com, 847-445-8239	Anonymous
Andree Magsig, Dre, Dre photography 231-392-3652	dre@drephotography.net
Chantal Lefebvre chantal@waterfirewine.com 231-360-7394	Anonymous
Karin Beery, karin@karinbeery.com	Anonymous
Agaming Golf Resort Mike Brown Mike @a-ga-ming.com	mike@a-ga-ming.com
Marcie Earl The Place Promotional Products & Apparel theplace@promoplace.com 231-264-5607	theplace@promoplace.com
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