

# DOWNTOWNMANISTEE

*michigan*

## Board Meeting Minutes August 13, 2014

### Call to Order

The Vice Chair called the meeting to order at 12:03 pm.

### Members Present

Brandon Ball, Valarie Bergstrom, Rachel Estabrook, Colleen Kenny, Barry Lind, Todd Mohr, Shari Wild

### Members Absent

Sara Spore (excused for training)

### Also Present

Patrick Kay (Executive Director), Dianna Wall (Manistee Area Chamber of Commerce), Mitch Deisch (Manistee City Manager), Ed Bradford (City of Manistee), T. Eftaxiadis (representative of the developer), John Iacoangeli (Beckett & Raeder).

### Approval of Agenda

There was a MOTION by Ms. Kenny, supported by Ms. Estabrook, to accept the Agenda as presented. MOTION CARRIED

### Public Comment

None

### Approval of Minutes from the Regular Meeting on July 9, 2014 and Special Board Meeting on July 15, 2014

There was a MOTION from Ms. Kenny, supported by Ms. Estabrook, to accept the minutes from the July 9, 2014 Regular Meeting and the July 15, 2014 Special Board Meeting. MOTION CARRIED

### Treasurers Report

It was noted that the July Check Register, the Balance Sheets and Profit and Loss Report had been previously distributed. Ms. Bergstrom reported she reviewed the July financial reports and nothing stands out to her. She noted the allocations were made from the fund balance to balance the budget.

There was a MOTION by Ms. Kenny, supported by Mr. Mohr, to accept the July Check Register and Financial Reports as presented to be placed on file. MOTION CARRIED

### Marketing & Promotions Committee

It was noted the minutes from the Marketing & Promotions Committee were not available. Ms. Estabrook reported a volunteer will be recruited at the next committee meeting to take minutes. The committee discussed the coop advertising program which will begin in September; Hops & Props which will be advertised outside of the area to bring regional guests to event and Sleighbell Weekend.

Ms. Estabrook reported since Manistee Main Street/DDA is not a 501c3 organization; donors cannot use their donations as a tax deduction which is a concern for some of the donors. Discussion followed. There are a couple of options donors can take for donations: they could write the check to the city who would write a check back to the MMSDDA until the 501c3 application process is complete or an account could be set up through the Manistee County Community Foundation.

#### Resolution for Liquor License for Hops & Props

Moved by Mr. Lind and supported by Ms. Bergstrom, that the application from Manistee Main Street/DDA for a special license to serve alcohol on September 13, 2014 from 11 am to 6 pm to be located on the west end of River Street, 480 River Street, be considered for approval. MOTION CARRIED

#### Organization Committee

It was noted the minutes from the Organization Committee had been previously distributed. The minutes were reviewed including: The volunteer database was tabled because it takes four hours to train one person which costs \$350 and the subscription is \$1,800 year. The Visitmanistee.com website has been launched and is between 50%-80% done

#### Design Committee

It was noted the minutes from the Design Committee had been previously distributed. The minutes were reviewed including: Mr. Kay reported the committee is not officially accepting applications at this time, but applications may be filled out and brought to the board for consideration. The committee is still researching tree containers, they discussed the MEDC Public Spaces Grant, North and South Directional Signage, the two-way traffic survey has received good response, a quote is on file for painting the railings on the riverwalk, and a possible endowment fund for riverwalk maintenance was discussed.

#### Economic Restructuring Committee

It was noted the minutes from the Economic Restructuring Committee were distributed. The minutes were reviewed including: The Revolving loan fund which still has three loans out, they are working on language for non-payment or late loan payments. The committee is looking at a different set up for the \$25,000 loan program where the Economic Restructuring Committee will act as the gateway to the banks. The Developer day has a tentative date of October 24<sup>th</sup>. Mr. Ball reported the Economic Restructuring Committee recommends applying for 501c3; the committee discussed a building downtown which is slated for demolition because of disrepair. The Meijer's workshop hasn't been scheduled yet. The committee reviewed projects for downtown that would fit in with the Redevelopment Readiness Community Program and decided there is not an opportunity to do a large project so they recommend the city use it for the Peninsula Project.

A MOTION was made by Mr. Ball to recommend to the City to use the Redevelopment Readiness Community Program for the Peninsula Development Project. Discussion followed. MOTION WITHDRAWN

#### Old/New Business

##### TIF Plan Update with Beckett and Raeder

An amended schedule for the TIF Renewal Plan was distributed. One part of the process is identification of projects that the board plans to do for the duration of the plan. The 2<sup>nd</sup> part looks at what tax valuations are and what they are projected to be for the duration of the plan, and decide how far out the plan should be.

Mr. Iacoangeli noted Manistee is a Main Street Community the DDA already has committee projects and plans in place. A meeting will be set up with chairs of the committees to review their plans and talk about what is currently on the books and what is planned in the future. The Board will need to take an online survey and prioritize the projects. A preliminary plan will be ready by November so it can be moved to the adoption process in December. The next step is to reach out to Mr. Kay to set up a meeting with committee chairs and Mr. Deisch.

Creation of 501c3

It was noted that it will cost \$500 George Saylor to file paperwork for Manistee Main Street/DDA to apply to be a 501c3. Discussion followed. There was a MOTION by Mr. Mohr to pursue a 501c3 with the advice of Mr. Saylor. MOTION WITHDRAWN

Mr. Saylor will be invited to the September Board Meeting to discuss applying for a 501 c3. It was noted there are two short term options, set up an account at the Community Foundation, or have the donations checks wrote to the City of Manistee.

Approval of the Brownfield Plan dated July 2014 for the South Washington Area Redevelopment Project

It was noted the Brownfield Redevelopment Plan dated July 2014 for the South Washington Area Redevelopment Project and supporting documentation had been distributed. Mr. Eftaxiadis reported on the South Washington Area Redevelopment Project. Discussion followed. A Special Manistee Main Street/DDA Meeting will be held on August 15 from 10 am – 12 pm in Council Chambers.

Public Comment

None

Adjournment

There being no further business, the meeting was adjourned at the call of the chair at 2:05 pm.

Respectfully submitted on September 10, 2014

Brandon Ball, Secretary

8 13 14 minutes approved at the MSDDA meeting on: \_\_\_\_\_